

**TOURISM POTENTIAL IN INDIA:  
(WITH SPECIAL REFERENCE TO BUNDELKHAND REGION  
OF U. P. & M. P.)**

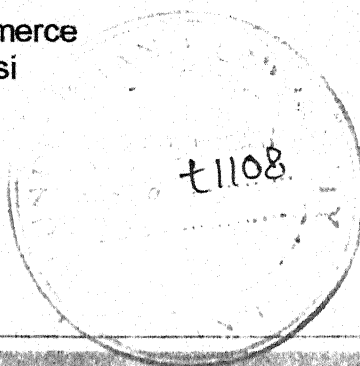
**THESIS SUBMITTED FOR THE AWARD OF THE DEGREE OF  
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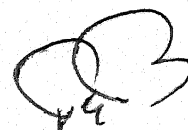
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## **CERTIFICATE**

**This is to certify that:**

1. That the thesis embodies the work of the candidate, Mr. Mukesh Ranga, himself,
2. That the candidate worked under me for the period required under ordinance7,
3. That he has put the required attendances in my faculty during that period.



**(Dr. D.C Agrawal)**

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## Preface

This is now universally recognized that tourism must be developed and managed in a controlled, integrated and suitable manner, based on sound planning. Tourism is coming up as a major source of earning in the developing countries. Tourist development is no longer seen solely in terms of destinations, with much more consideration being given to origins or markets and associated linkages. Tourism as a system endorses the need for all developers, planners and managers to understand the dynamic relationship among all parts of tourism as a system.

India has been a spiritual and cultural destination for tourists from all over the globe from time immemorial. Its rich cultural diversity, religions, languages, magnificent monuments, its sheer size and people have been a source of fascination for outsiders and insiders alike. How alive this fascination is can be gauged from the fact that since 1988 the arrival of foreign tourists in India has gone up steadily from 1.6 million to nearly 2.4 million in 1997. As many as 162 million domestic tourists undertook travel within the country in 1997 and out of these 150 million were pilgrim tourists. Such is the growth potential of tourism sector in the country.

India has immense potential for the tourism. It has all resources for all types of tourist. Govt. has started to keep an eye on it as an industry and foreign exchange earner. Bundelkhand is an area with a great background, with places mentioned in great epics Ramayana and Mahabharata and well known Khajuraho, It has natural places where the species from different countries come. In the present study an attempt has been made to analyze the tourism potential in India with keeping a special eye on Bundelkhand region and tried to analyze the development of tourism in India as well as in Bundelkhand. It is an attempt to provide strategy for more successful and more satisfying tourism development in the Bundelkhand region. In the present work *Chapter I* discusses with the overall view of tourism with its

socio- economic impacts and marketing aspects of tourism. *Chapter II* discusses with the research design and methodology adopted in the research. *Chapter III* deals with tourism resource potential in India as a great attraction in tourism field. *Chapter IV* analyses the study area Bundelkhand as a whole keeping in mind historical perspective. *Chapter V* contains the tourism potential in Bundelkhand region. *Chapter VI* discusses with the tourism traffic trends, to destinations and state of tourism infrastructure. *Chapter VII* deals with analysis and interpretation of survey results. *Chapter VIII* contains strategies for effective and judicious utilization of tourist resources. *Chapter IX* is related with conclusion of the research. *Chapter X* is for reference and bibliography of the research work.

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## **CHAPTER - I**

### ***INTRODUCTION***

- (i) Growth and development of Tourism over the year
- (ii) India's performance in international & domestic tourism in terms of tourist traffic and tourism receipt.
- (iii) Socio-economic, cultural & environmental implications of Tourism
- (iv) Significance of Tourism as an agent of holistic development, with special reference to developing economies.
- (v) Tourism planning & marketing perspectives
- (vi) Consequences of unplanned tourism.

# INTRODUCTION

This chapter deals with tourism significance, development, tourist traffic and its impacts on economy and tourism planning and marketing perspectives.

## **Growth and development of Tourism over the years**

The term tourism dates from the early years of the nineteenth century, but this should not obscure the fact that what we would today describe as tourism was taking place much earlier in history. If one excludes travel for the purpose of war, early tourism can be said to have taken two forms; travel for the purpose of business (either for trading, or for business of state), and religious travel. Throughout history merchants have traveled extensively in order to trade with other nations or tribes. Such travel was often hazardous as well as arduous, relying on inadequate roads and uncomfortable transport, but the potential rewards were substantial. Both the Greeks and Romans were noted traders and as their respective empires increased, travel, often over great distances for the time, became necessary. There is also evidence of some travel for private purposes at this time, as an example, the Greeks hosted international visitors during the first Olympic Games, held in 776 B.C., and wealthy Romans traveled on holiday not only to their own coast but as far a field as Egypt for enjoyment and, in some cases, to visit friends and relatives, thus setting the precedent for the substantial VFR market of the twentieth century. The Roman travels in particular was greatly aided by the improvement in communications which resulted from the expansion of the Empire: first class roads coupled with staging inns (precursors of the modern motels) led to comparatively safe, fast and convenient travel unsurpassed until modern times.

Holidays, of course, have their origin in "holy days", and from earliest times religion provided the framework within which leisure time was spent. For most this implied a break from work rather than movement from one

place to another. The village wakes of the middle Ages, held on the eve of patronal festivals, provide an example of such "religious relaxation". However, by the time of the Middle Ages travel for religious reasons was also in evidence, taking the form of pilgrimages to places of worship (Chaucer's tale of the pilgrimage to Canterbury has popularized knowledge of such travel). Here, dedication or obligations were the motivating factors; travel occurred in spite of, rather than owing to, the prevailing conditions.

This generalization can be made about most if not all, forms of travel during the middle Ages. Limited but varied travel did take place; adventures seeking fame and fortune, merchants seeking new trade opportunities, strolling players, all moved freely around or between countries. All these, however, are identified as business travelers. There are certain preconditions to the development of travel of personal pleasure, and travel - certainly up to the time of the middle Ages, if not until the nineteenth century - was something to be endured rather than enjoyed.

One can identify two categories of condition that have to be present before private travel is encouraged; enabling conditions and travel motivators. Of the former, two key conditions are time and disposable income; throughout history, until very recent times, both have been the prerogative of small elite in societies. Leisure involving the travel and stay of the vast majority of the population was out of the question in a world where workers labored from morning to night, six days a week, in order to earn sufficient to stay alive. Sunday was expected to be treated as a religious holiday and was, of necessity, a day of rest from the week's toil.

Equally important, the development of pleasure travel depends upon the provision of suitable travel facilities. The growth of travel and the growth of transport are interdependent; travelers require transport that is priced within their budget and that is fast, safe, comfortable and convenient. Until the nineteenth century transport fulfilled none of these requirements. Prior to the arrival of the stagecoach (itself not noted for its comfort), the only form of transport other than the private carriages of the wealthy was the carrier's wagon, and this vehicle took two days to cover the

for foreign currency were unreliable and rates of exchange inconsistent, so travelers tended to carry large amounts of money with them, making them attractive victims for the highwaymen. Travel documents were necessary, even in the Middle Ages, and political suspicion frequently made the issue of such documents subject to delay; merchants generally found such documentation easiest to obtain.

Enabling conditions will encourage the growth of travel by motivating the potential tourist extrinsically, but the more powerful motivating factors are intrinsic, that is, they arise out of a felt need or want on the part of the individual himself. The religious travel discussed earlier is an illustration of one such need, but a change of mental attitude towards personal travel had to come about before the secularization of travel occurred on a wide scale. With this change of attitude, other latent wants and needs became established. These included concern of health, the desire to widen one's education, and curiosity about other cultures and peoples. Historically, as the opportunities for travel have increased, so have the expressed needs for travel expended, as we shall see.

Tourism, being concrete form of recreation available to man best exemplifies and explains this change. In the pre industrial era, tourism emerged as a cultural practice amongst the elite section of the society. The transformation of this elite practice into a phenomena cutting across social class line took place during industrial revolution and subsequently in the nineteenth century when the hosts of the factors lead to a 'democratization of travel'. Mass tourism commenced only in 1920's, firstly in USA. When science and innovative technology made possible the mass production of vehicles and then in 1930's when due to greater availability of leisure time the system of paid holidays was introduced. In advanced industrial societies in general and Europe in particular tourism became a mass phenomena after the end of Second World War. With time, the nature and geographical horizons of mass tourism changed from domestic holidaymaking to international travel over long-haul destinations. The second half of the twentieth century has witnessed the mushrooming of

distance between London and Brighton. Road conditions were appalling - ill made, potholed and in winter deeply rutted by the wagon wheels which turned the entire road into a sea of mud. The journey was not only uncomfortable but also unsafe; footpads and highwaymen abounded on the major routes, posing an ever-present threat to wayfarers. A significant breakthrough in terms of speed (though not in price) was achieved at the end of the seventeenth century with the advent of the stagecoach and towards the end of the eighteenth century the mail coach which, through careful organization and the establishment of suitable staging posts where horses could be changed, reduced the journey to Brighton to a matter of hours. Poor road surfaces continued to make such travel uncomfortable, but at least the discomfort was of shorter duration. Only with the introduction of macadamized surfaces after 1815 was this problem overcome. However within the next two decades the railways arrived bringing with them the promise of measure of comfort at an affordable price of the masses.

The development of transport is one side of the coin. The other is the provision of adequate accommodation at the traveler's destination. The traditional hospices for travelers were the monasteries, but these were dissolved during the reign of Henry VIII and the resulting hiatus acted as a further deterrent to travel for all those other than travelers planning to visit their friends or relatives. However, eventually the gradual development of and improvement in lodgings in the alehouses of the day gave way to inns purpose-built to meet the needs of the mail coach passengers. Not surprisingly, the inadequacy of accommodation facilities outside the major centers of population led to towns such as London, Exeter and York becoming the first centers to attract visitors for pleasure purpose, although clearly the social life of these cities acted as a magnet for the leisured classes.

There were other constraints for those prepared to overcome these drawbacks. In cities, public health standards were low and travelers risked disease, a risk compounded in the case of foreign travel. Exchange facilities

tourist space everywhere and sociologically a distinct tourist type has emerged. In this era of mass tourism a leisure ethic has taken root where right to leisure is seen as basic human right. Tourism as an industry has made governments conscious of its value as an item of world trade and in order to keep the trade in surplus governments have devised tourism policies to regulate, promote and manage the tourist product. The economic factor has gradually taken precedence over environmental and cultural factors in the growth and regulation of international tourism. An interesting feature accompanying the contemporary tourist boom is the proliferation of diverse forms of tourism ranging from short excursions to round the world trips, from beach tourism to mountaineering expeditions, from organized mass travel to individual exploration. Joha Urry argues that there is a discernible shift in tourism with post-modernist concern with more importance placed on play, pleasure and pastiche than standardized and regulated kind of tourism. Lanfant (1989) sees the present day tourist developments as "multiplying with an amazing investment-ness" where all notions are trying to gain the benefits from tourism. Societies in the West regard tourism as a industry for the future, tourism in the Third World is seen as a panacea for economic ills, like rising foreign debts and poverty. Tourism promotion is an important part of the Structural-Readjustment Programs of the World Bank in many of these countries. The United Nations has already, in 1963, recognized the importance of tourism to the economies of Third World. /

It might be argued that the tourism phenomenon, for all intents and purposes, was born in the period following the Second World War with its gestation extending for an intermediately long period ever since mankind began to wander. The second world war created a confluence of economic, technological, social, political and demographic forces which for the first time, brought about the conditions that enabled the people, in significant number, to travel for reasons other than flight from terror and fear. After world war second European governments invested huge amounts for the



revival of dilapidated hotels and other infrastructural facilities to attract more visitors.

The last 50 years have seen the tourism industry grow rapidly and begin to mature suggesting that, at this turn of millennium, the industry is about to leave the adolescence behind. Already an enormous global industry, the future for tourism in the next 100 years seems full of tremendous possibilities and challenges. The existence of various and well-advanced projects for space tourism, for example, acutely demonstrates the possibilities present at tourism's frontiers. The "new tourism" articulated by Poon (1993), and the global trends toward non-traditional destinations and long-haul travel, points to changing traveler want in terms of destination experiences.

Based on World tourism organization WTO 1998) figures over the 10 year period 1988-1997, global tourist receipts and arrivals grew on average at 9.8 and 5.5 percent/annum, respectively. The world of tourism has become increasingly competitive as we enter in third millennium. Changing market growth rates and shifting market shares are key determinants of the competitive environment. Over the last 50 years, for other than a few very brief periods of negative growth, tourist destinations have enjoyed an expanding market. In this climate, declining market shares are easy to swallow. Increased competition for tourists among international destinations has underscored notions of quality and branding value as important factor that can make the visiting more attractive (Stevens, 1992). Quality and value have typically been considered issues relevant to the management of retail products. Competition among tourism destinations has also escalated in numerous other growing travels and tourism sectors including business travel, gaming, resort areas, nature based tourism, festivals and cultural tourism, major event tourism etc.

The General Assembly of the United Nations proclaimed the year 2002 as "The International Year of Ecotourism". Multilateral development institutions such as the World Bank, the Global Environmental Facility, governments in developing countries, the tourism industry as well as local

non-governmental organizations all over the world count on ecotourism as a supposed panacea for development and biodiversity protection.

Two universally accepted yardsticks have traditionally been used to measure the tourism index in any country or region: International Tourist arrivals and International Tourism receipts. The World Tourism Organization, for example forecast that, while Europe and Americas are today the world's foremost tourism destinations, commanding over 77% of the global market, their respective share in total travel trade shows a declining trend. A gradual transformation of tourism preference increasingly bringing East Asia/ Pacific, the Middle East and South Asia into destination focus. Historical data shows that, in 2000, East Asia/ pacific experienced the highest growth of 16% of the world market followed by Middle East and South Asia with tourist's arrivals growing by 10.2% and 9% respectively.

India's Performance in International and Domestic Tourism in terms of Tourist traffic and Tourism receipts: India being a big country has everything to offer to everybody. Visiting India is an enthralling and memorable experience to one and all. India is a country where the past and present blend in a systematic manner in the threshold of an exciting future and emerging International market. India is a tourist paradise and has all unique features of modernity and traditional hospitality.

India has been hidden from prying eyes for many thousands of years and has secluded itself for a considerable period of time. India once called the brightest jewel in the British Crown has developed to such great heights that it has become an example to other countries in many respects. The present century has witnessed this country rising to higher heights and moving forward with other leading countries of the globe. The main reason is its vast geographical size, big markets and its and its rich potential resources.

India has been a late starter in tourism. Understandably, after independence in 1947, the attention of the government and people was

focused on key areas like agriculture, irrigation, industry, power and the infrastructure. Education literacy, health care, social reform occupied center stage in government and political thinking and so-called "luxury" activities like tourism were left to their own devices. Tourism thus grew on its own and, from 15,000 tourists in 1950, reached a figure of 2.64 million arrivals in year 2000.

The most significant finding of virtually every Organization connected with tourism and aviation is that the focus of travel and tourism is gradually but deliberately shifting from Europe and North America to East South Asia/pacific, Middle East and South Asia recording almost twice the growth in the Americas and Europe.

The WTTC Tourism Satellite Account 2001, confirm this phenomenon and has projected data of far reaching implications for Indian Tourism in coming decade.

The following constitute important element in the tourism profile:

The main source markets for India are United Kingdom and the United States, followed by Sri Lanka, France, Germany, Canada, Japan, Australia and Singapore.

Tourists in the age group of 35-44 years constituted 27.5% of total arrivals during 1999 followed by those in age group of 25-35 years (23.4%) and 45-54 years (20.8%). The majority of the visitors to India were, therefore, in the younger age brackets.

Male tourists far exceeded the female arrivals and accounted for 69.5% of the total tourist arrivals during 1999.

Delhi and Mumbai were the main international ports of entry and accounted for 72.1% of tourist disembarkation. The Southern Indian airports of Chennai, Hyderabad, Trivandrum, Cochin and Bangalore were also points of demand, and could take future loads of international traffic.

A significant percentage of overseas visitors to India are repeat visitors (44.9%) and of these, 32.6% had visited India at least twice in the past.

About 35.4% of tourists visited India in combination with other countries in the Asian region. The major neighboring countries, which are combined with a visit to India, are Nepal, Thailand, Hong Kong and Singapore.

India's Arrival figures have kept pace with the global average but have been outstripped by competition from China, Hong Kong(China), Thailand, Dubai and Maldives. India's share in world tourism arrivals (0.38%) has also remained virtually stagnant over a last decade.

**Table - I                      INTERNATIONAL TOURIST ARRIVALS**

	1990	1995	1997	1998	1999	% Growth 1999/1990
World	457,217	565,385	618,2	626,7	650,00	5.03
China	10,484	20,034	23,770	25,073	27,047	17.5
Hong Kong	6,581	10,200	10,406	9,575	11,328	8.0
Dubai	633	1,601	1,792	2,184	2,481	32.4
Maldives	195	315	366	396	430	13.3
Thailand	5,299	6,952	7,294	7,843	8,651	7.02
India	1707	2,124	2,374	2,359	2,482	5.04

**Source:** Market Research Division, Department of Tourism, Govt. of India

In terms of tourism receipts, India has scored above the global average and clearly the leader in region. The buoyancy in tourism earnings are largely on account of shopping, and the consolidation of traditional items of handicraft along with the new demand for gems and jewelry, especially diamonds, has put considerable weight in the Indian market.

**Table - II**      **INDIA TOURISM RECIEPT**

	(In US \$ million)				
	1990	1995	1997	1998	1999
World	263,647	405,904	439,677	443,000	453,200
China	2,218	8,733	12,074	12,602	14,098
Hong Kong	5,032	9,604	9,242	7,083	7,210
Dubai	169	389	535	562	607
Singapore	4,937	8,390	6,073	5,402	5,974
Thailand	4,326	7,664	7,084	5,984	6,695
India	1,513	2,609	2,913	2,985	3,036

**Source:** Market Research Division, Department of Tourism, Govt. of India

There is, however, a hidden dimension to Indian tourism, one that has figured little in the policy planning or thinking of most government and industrial players. This has been the most almost unobtrusive and yet inexorable rise of domestic tourism in Indian paradigm. In the last ten years alone domestic tourism has increased by more than 100 million travelers, up from 63.8 million visitors in 1990 to 176 million visitors in 1999.

This phenomenal explosion of domestic tourism is an inevitable by-product of economic development in the country. As people acquire more disposable income, the demand for Travel and Tourism grows exponentially. This is because of the well-recognized axiom that travel is the first priority of an income earner after the basic requirement of home, food and essentials.

Domestic tourism in India is also influenced by several factors:

-India is home of leading religions of the world: Hinduism, Buddhism, Jainism and Sikhism. It is also home of sizable followers of Islam and

Christianity. Important pilgrim sites of different religion are scattered through out the country and Indians from different States travel vast distances to perform pilgrim duties at the shrines. There are great religious places of pilgrimages like Badri Nath, Vaishno Devi, Bodh-Gaya, Tirupati, Rameshwaram, The Golden Temple, Jagannath puri, Mount Abu and countless others. The great Kumbh Mela attracted more than 68 million visitors in 2000 to Allahbad, making it the largest international event other than the Haj.

The average Indian is also an avid sightseer and can travel thousands of miles to different environments. Gujrat and Bengal head this list but Tamilnadu, Karnatka and Andhrapradesh are not far behind.

Each State has its own cultural and historical monuments to visit. Andhra Pradesh is a confluence of many a cultural stream. Rajasthan is a state with Deserts promising to bloom and has many great forts, lakes and desert life is so vivid and also a visit to the State is a unique experience.

**Table – III      Domestic Visits**

Year	Domestic
1990	63,817,285
1991	85,864,892
1992	102,465,705
1993	109,237,566
1994	127,116,655
1995	136,648,600
1996	140,119,672
1997	159,871,008
1998	168,196,000
1999	176,082,442

**Source:** Market Research Division, Department of Tourism, Government of India

**Table – IV Domestic Tourist Arrivals**

S.No	State	1997	1998	1999
1	Andhra Pradesh	36795060	29400356	42315882
2	Arunachal Pradesh	1567	2989	1008
3	Assam	14238	13478	14336
4	Bihar	8369580	8108223	8932921
5	Chhatisgarh	928925	953212	990114
6	Gujarat	118994	217661	215270
7	Haryana	257319	258133	243052
8	Himachal Pradesh	3830420	418366	4352863
9	Jammu & Kashmir	4523646	4878445	4984773
10	Karnataka	11760836	11996053	12595855
11	Kerala	4953401	4481714	4884287
12	Madhya Pradesh	7459061	7682832	4259086
13	Maharashtra	6974453	7183687	7542871
14	Manipur	90974	87669	97523
15	Meghalaya	115574	136952	159730
16	Mizoram	30033	23998	27139
17	Nagaland	39101	28890	21011
18	Orissa	2828393	2862028	2691841
19	Punjab	380263	384066	232424
20	Rajasthan	6290115	640310	6673528
21	Sikkim	112869	133158	138785
22	Tamil Nadu	18975881	20452971	21079141
23	Tripura	231759	235808	247632
24	Uttar Pradesh	37788000	41567000	45723700
25	West Bengal	4577229	4591127	469187
26	Andaman & Nicobar	64563	74732	77448
27	Chandigarh	445016	444569	441281
28	Daman & Diu	61749	64218	67429
29	Delhi	1453284	1496882	1571726
30	Dadra & N.Haveli	NA	442425	445164
31	Lakshadweep	3665	2058	1927
32	Pondichery	401040	406990	346178
	Total	159,871,008	168196000	176382442

**Source :** Department of Tourism, Government of India.

## **Socio-economic and environmental implications of Tourism**

Man is a social animal. Since the dawn of civilization man has been an ardent traveler with the motivations either to expand existing trade or to conquer new places and to pilgrimage. Whatever may be the objectives, man has been sauntering to other areas to know more facts or to acquire more wisdom.

The oldest recognized tourism in Europe dates back to the time of ancient Greece. It tended to be specialist in nature and related to religious practice. People visited religious practices. People visited religious festivals and consulted oracles. They also visited sporting events like the Olympic games, which began in BC776-, but even this has a religious significance.

How ever, one form of tourism, that was to become the earliest form of mass tourism, was born in Europe at this time, namely, the pilgrimage. This form of tourism reached its peak during the middle ages, and the numbers traveling were large given the population of Europe at that time.

Tourism is a major force in global trade. It plays a vital role in the social cultural and economic development of most nations, and has the potential both to preserve heritage and to destroy it. Tourism is a source of income to hundreds of millions of individuals' worldwide. Tourism is not just hundreds of thousands of businesses, but a global industry with major policy implications. One important characteristic of the tourism industry is that it is labor intensive. A given level of revenue or capital investment creates many jobs in tourism than the same level of revenue or investment would in agriculture, automobile manufacturing or petrochemicals.

The large economic success of tourism development depends in large measure on its acceptance by local community. While it is true that the tourism provides employment and brings in needed revenue to support the local business, it is equally true that the community provides employment and brings in needed revenue to support local business, it is equally true that the community provides a source of labor for the tourism operation, local customers for accommodation and restaurant, and community services which otherwise might not be available. It is therefore imperative



that good relations be developed and maintained between the tourists and the host community. Resident attitudes in a particular can have a profound effect on the psychological appeal of the tourism destination. Most visitor attitude surveys on destination attractions indicate that the perceived friendliness of residents is among the most important attributes of the destination development.

Tourism development inevitably generates some social change in the local community. Some of these changes will be positive while other will be negative. Social impacts of a new tourism development depend on many factors, including the existing cultural and economic distance between guests and residents, the ability of a destination to absorb visitors without unduly affecting local traditions, the pace of development, and the types of activities undertaken by the visitors. The impact of tourists' attitude and culture on the local people may be in negative manner in the sense of their day-to-day behavior, their sense of dressing. Because sometimes to attract higher income group the government and non-government organization try to provide facilities like resorts, casino, polo etc. these are showcase for a type of lifestyle and certain quality of life, which makes the money possible. Such exposure and contact may cause to become dissatisfied with his or her lifestyle and to develop a false sense of value. Frustration in such a situation may also lead to pilferage, destruction of property, and a general decline in values.

Residents of low-technology destinations quickly observe that their own locally produced consumer goods are often inferior to those introduced by visitors. People in communities exposed to tourists become inclined towards higher levels of consumption, especially of imports. Residents begin saving less and borrowing more to support their increased consumption.

### **Impacts on people will be:**

- a. Increased family income visibly raised the standard of living in the community.
- b. New skills and salaries gave women workers a sense of increased self worth and accomplishment
- c. Expanded social contacts with fellow employees and tourists produced an expanded awareness of outside world among the women workers.
- d. Family roles may be changing for the better as husbands assume more of the household and child-rearing chores.
- e. Husbands are beginning to develop more respect for their wives as competent individuals able to hold good jobs.
- f. Increased income and expanded worldview may result in more opportunity for higher education for workers children.
- g. Culturally, the impact of tourism development is even more difficult to assess. Tourism development creates an economic demand for trappings of the local art forms and customs. On the positive side, it means employment and viable outlet for the products and services provided by local artists, musicians and craftsmen. This core of employed artists in turn can spark general renewal of interest by residents in their own cultural heritage. The continued vitality and authenticity of the local culture should be the basic goal of tourism culture.

### **Economic Impacts**

Tourism development is commonly regarded as affecting the economy of a given community in four ways. First visitor spending brings additional revenue into the tourism area, aiding the economic development of the area. If the tourism caters to substantial proportion of International visitors, the money spend provides foreign exchange for the community. Tourism development also increases the tax base for a destination because there are more businesses and workers to tax. Finally, tourism provides a

large number of jobs. The creation of the jobs is one of the main reasons government frequently encourage tourism development.

Yet tourism does bring to the home, country or region, not only economic benefits but also cross-cultural friendships and understanding. There is an urgent need to design an alternate strategy for tourism, one that acts as a force for conservation rather than destruction; a strategy for tourism that is both environmentally friendly and which does not damage the cultural ethos of this artistically rich country. A humane tourism strategy is to be adopted that is well conceived so that it avoids waste, undue pressure on wildlife, the culture and land of the local people.

Local standards of health, sanitation and education must be improved. In recent years the Indian tourism industry has suffered enormously because of low standards of sanitation. Epidemics of malaria and the like continue to threaten the local people. The tourism industry has a vested interest in the health of the local population and should, perhaps, be lobbying for clean water, sanitation and medical care.

Tourism projects must respect rights and aspirations of the host community. This might, in some cases, mean discouraging five-star hotels in favor of smaller locally run hotels, ashrams, pensions and guest houses.

Measures must be taken to prevent traditional occupations from being displaced by tourism. Tourists travel to experience the local flavor and culture of each destination. It is necessary to reinstate local crafts, food, festivals and traditions, and discourage monocultures as exemplified by the fast-food industry. The "Local Community" of the tourism destinations is rarely a homogenous group. Usually, one finds a complex net of social groups with varying interests. Even if most of the benefits generated by tourism remain within the community, not everybody will get a piece of the cake. Some of the locals, mostly local elites in association with urban business people, may receive most of the profit and therefore favor the development of tourism. Politically and socially weaker social groups will not get the opportunity to participate equally in the tourism business and will therefore reject this form of usage. Instead of benefiting

from tourism, they are often negatively affected by rising prices, land dispossession and food shortages

Tourism not only has the capacity to generate large-scale employment opportunities in remote and backward areas but also provides employment to a large number of women, both educated and uneducated. In fact women are employed in a large number in hotels, airlines services, travel agencies, handicrafts making, cultural and other tourism-related activities. Foreign exchange earnings apart, the tourism sector's potential for employment generation is immense both in terms of numbers and cost effectiveness

Tourism is widely believed to be the most rapidly growing global industry, and the World Tourism Organization predicts international tourism will grow approximately 4% per year through the year 2010. But with the growth of tourism we are facing various impacts. And these impacts can be categorized under various heads as:

Economic impacts can be derived from finding the answer to the following *questions* as

*What is the effect on balance of payments?*

*What is the effect on the national income?*

*What is the revenue earned by govt. through the taxes?*

*What is the effect on the jobs and the wages?*

✓ Although tourism has positive impacts but in addition to these, there are several negative impacts also as:

- ◆ Seasonality in the tourism business.
- ◆ Rise in the prices of essential commodities
- ◆ Increase in the land price
- ◆ Economic marginalisation of the poorer sections of the society. Over dependence upon tourism.
- ◆ It requires foreign investments and causes "Leakage" of revenue from the host countries to tourism generating countries.
- ◆ Not proper distribution of income.

## Socio- Cultural Impacts

In the modern world, factors like population growth, the urge to elude the pressures of urban life due to increasing urbanization, growth of air transport leading to changes in mobility and accessibility, the awareness and interest generated by advancements in communications and information technology, rising real incomes combined with increased leisure time, and increased world trade for business tourism etc. have significantly contributed towards tourism development emerging as inescapable 'social' phenomenon. Any influx of tourists, however small, will bring some impacts on a host community of large number of people, sharing different value systems and away from the constraints of their own environment, but the extent and intensity of the impact is dependent not just upon numbers of tourists but also kind of tourists, which a region attracts. For example, traveler like an explorer or tourists whose main interest is to meet and to understand people from different cultures and backgrounds will fully accept and acclimatize to the foreign culture, and will like and try to travel independently so as to be as little visible as possible.

The socio-cultural impacts can be both positive and/or negative. Some of the positive aspects are exchange of cultural information, stimulation of the interest in preservation and conservation of host's cultural heritage, arouse host's pride in their heritage and harbor local crafts, customs and traditions. On the other hand, this is mainly the direct contact and the demonstration effect that often results in the negative socio-cultural impacts, however these can also occur through ill planned and ill managed tourism development not yielding the expected economic benefits. Impacts on the social carrying capacity the community through inadequate information, lack of affordable housing, increased taxes and cost of living and resentment towards tourism, etc, could occur in case the rate of change was faster than the community could accommodate. For instance, the exclusion of hosts (locals) from tourism related jobs, investment in tourism projects and tourist facilities may lead and rather

add the pressure of resentment and even create conflicts between hosts and the guests. The disparity in the economic structures of the visitors and the hosts especially the spending patterns and behaviors exhibited by the visitors (this may not be their normal and is there simply because they are away on holiday) may create further social pressures.

For many, tourism is, in fact, a bridge between peoples, fostering communication, mutual understanding and a desirable redistribution of wealth. To others, tourism is a negative factor, destroying traditions, customs, manners, and environment. They see tourism as cultural imperialism, a cause of envy and enmity. In any case, likely outcome of an economically sound tourism promotion effort quite often is negative in its impact on non-economic front, making it non-sustainable and self-deflating in the long run. These arise due to the tourists-host encounter. These encounters are asymmetrical and these are ephemeral and unlikely to be repeated, thus, open to mistrust cheating. These are also caused due to the faulty communication and cultural distances. Some of them are as:

Growth of population at the destination due to in-migration of workers and tourists.

*Changes in language.*

*Loss of privacy of hosts.*

*Seasonal influx of workers might affect social stability.*

*Increase in social ills like gambling, prostitution, drug use etc.*

*Change in values through contact with outsiders.*

*People start giving more value to money this causes loss in the human values.*

- ♦ Commercialization of art and craft leads to "Airport Art".
- ♦ Demonstration effect.
- ♦ Over dependence upon tourism.
- ♦ Environmental Impacts

The environmental impact of tourism depends on how the developments and activities are managed. Regrettably the developments and activities are managed. Regrettably there are numerous examples of

environmentally destructive tourism development, resulting in such problems as the depletion of groundwater reserves, destabilization, erosion and Stalinization of soils, the despoliation of scenic vistas, and the despoliation of scenic vistas, and the destruction of natural areas and habitat, even to the extent that survival of some species has been threatened. Sensitive ecosystems and landscapes as well as buildings of character and distinction have in some cases been destroyed because they did not suit tourist needs. The transport systems associated with tourism, especially roads and airports, can give rise to noise and air pollution, while inadequate sewage and waste disposal facilities can cause surface-water, ground water and coastal pollution.

The environmental short- and long-term impacts of tourism or its excesses can be classified as follows (OECD, 1980) :

### **Effects of Pollution**

Air pollution mainly due to motor traffic and to the production and use of energy.

Water pollution (sea, lakes, rivers, springs), due to:

Discharge of untreated waste water due to the absence or malfunction of sewage treatment plants;

Discharge of solid waste from pleasure boats.

Discharge of hydrocarbons from motor-boats.

Pollution of sites by littering (picnics, etc.) and the absence or inadequacy of waste disposal facilities (mainly household waste).

Noise pollution, due mainly to motor traffic or the use of certain vehicles used for recreational purposes (snow-mobiles, cross-country motor cycles, motor-boat, private planes, etc.), but also to the crowds of tourists themselves and the entertainment provided for them (publicity stands, beach contests, etc.)

## **Loss of Natural Landscape: Agricultural and Pastoral Lands**

The growth of tourism brings with it the construction of housing facilities and infrastructure for tourists who inevitably encroach on previously open spaces, i.e. natural landscape or agricultural or pastoral lands.

Some valuable natural sites (beaches, forests) are often barred to public because they privately owned by hotels or individuals.

## **Destruction of Flora and Fauna**

The various kinds of pollution mentioned above, together with loss of natural landscape and agricultural and pastoral lands, are responsible for the disappearance of some of the local flora and fauna.

Excessive access to and use of natural sites also result in the disappearance of various plant and animal species, owing to tourist behavior (trampling, excessive picking of fruit or flowers, carelessness, vandalism, or the kind of thoughtless conduct sometimes leading to forest fires, for example).

## **Degradation of Landscape and of Historic sites and Monuments**

The installation of modern tourist-related facilities and infrastructure often leads to aesthetic degradation of the landscape or sites: the style and architecture of such new installations may not always be in harmony or on a scale with traditional buildings; moreover tourist facility development is often disorderly and scattered, giving the landscape a 'moth-eaten' look.

An excessive number of visitors to historical or exceptional natural sites may also result in degradation (graffiti, pilfering, etc.)

## **Effects of congestion**

The concentration in time and space of tourists on holiday leads to congestion of beaches, ski slopes, resorts etc. and overloading of tourist



amenities and infrastructure, thus causing considerable harm to the environment and detracting from the quality of life.

One major consequence is traffic congestion on roads at week-ends and at the beginning and end of peak holiday periods, leading to loss of leisure time, high fuel consumption and heavier air and noise pollution.

### **Effects of development**

During the tourist season, the resident population not only has to put up with the effects of such congestion, unknown during the rest of the year, but often has to change its way of life completely (faster work pace, an extra occupation etc.) and to live cheek by jowl with people of a different, largely urban kind in search of leisure pursuits. This 'coexistence' is by no means always easy, and social tensions may occur, particularly in places where there are many tourists.

### **Effects of Competition**

Since the development of tourism uses up a great deal of space and siphons off a fairly large proportion of local labor, competition activities, (for instance, less manpower and less land under cultivation means less agriculture)

Competition of this kind generally tends to result in the exclusive practice of tourist-related activities, which may be economically undesirable to the regions concerned.

In some regions, the sheer volume of tourists is alone sufficient to generate massive environmental problems and when these combine with the impacts arising from the resident population and their normal urban and industrial activities the environment can be seriously endangered.

An increase in number of tourists leads to a greater possibility of tourist-induced stress on the environment. While the overall environmental impact of the "smokeless industry" called tourism is probably less than that of most other industries developed on a similar scale, the significance of its impact lies in the fact that it frequently impinges upon the fragile,

sensitive and interesting segments of landscape. Activities like the construction of roads, buildings, and ski-resorts etc. lead to permanent restructuring of the landscape. Tourists' activities like walking, skiing, hunting etc. can result in trampling of vegetation and destruction of species. Increasing International tourism at a place leads to increasing population densities and greater transportation activities, which cause pollution of environment. According to botanical study, both Dal Lake and Nagin Lake in Srinagar may disappear within next 80 years if the present rate of pollution not arrested. The issues are not merely of national level but also international and local. Any response to these issues must be coordinated at international level and integrated strategy must be developed keeping in mind all the dimensions and tourism impacts.

*Alteration of habitat through construction activity*

*Encroachment over the agricultural land.*

*Pollution air, water, land and noise through effluents, solid waste, noise etc.*

*Destruction of the fragile eco system likes islands, mountain etc.*

### **Significance of Tourism as an agent of holistic development, with special reference to developing economies**

The proponents of tourism expansion in developing countries refer to the foreign exchange earnings and to its impact on the gross domestic product both directly and through the operation of expenditure multiplier. They claim that in certain circumstances, tourism is a component of growth, particularly by its net contribution to foreign currency. Writers like Michael Peters have emphasized the importance of the income brought by international travel, in the form of foreign exchange, which is so essential for major investment in developing countries and "potential benefits" for them. According to Peters, there are at least five potential benefits from tourism for any developing country. These are:

*A contribution to the balance of payments as an earner of hard currency.*

*The dispersion of development to non-industrial regions*

*The creation of employment opportunities*

*The effect on general economic development through the multiplier effect, and the social benefits arising from "a widening of people's interest generally in world affairs and to a new understanding of 'foreigners' and foreigner's taste."*

*The actual and potential benefits to be derived from the export of travel services by developing countries have also been stressed by Gray.*

Certain writers have expressed reservations on the subject of the widely accepted view that tourism is a factor in national development, particularly in development, particularly in developing countries. According to them, tourism is only every exceptionally significant factor leading to growth, as it is seldom developed on an adequate scale. In addition, tourism cannot make a major contribution to integrated national development as it is a factor concerned with the import of luxury goods and is more or less isolated. The critics have also pointed to the adverse effects and social strains caused by tourism in some developing countries.

On the other hand, the proponents of tourism expansion in developing countries refer to the foreign exchange earnings and to its impact on the gross domestic product both directly and through the operation of the expenditure multiple. They claim that, in certain circumstances, tourism is a component of growth, particularly by its net contribution to foreign currency. These conditions essentially mean that tourism should be included in national development plans. Writers like Michael Peters have emphasized the importance of the income brought by international travel, in the form of foreign exchange, which is so essential for major investment in developing countries, and the "potential benefits" for them. According to Peters, there are at least five potential benefits from tourism for any developing country. These are: *The dispersion of development to non-industrial regions;*

*The creation of employment opportunities;*

*A contribution to the balance of payments as an earner of hard currency,*

*The effect on general economic development through the multiplier effect, and*

*The social benefits arising from "a widening of people's interest generally in world affairs and to a new understanding of 'foreigners' and foreigner's tastes."*

The actual and potential benefits to be derived from the export of travel services by developing countries have also been stressed by Gray. Following Prebisch, some writers expressed the view that their efforts to increase foreign and increasing economic growth rates, the developing nations must accept evermore adverse terms of trade. But, according to Gray, "the travel industry has special attributes in its role as a counter to the despondency of the Prebisch hypothesis because of its ability to attract foreign capital and its relative freedom from some of the constraints which tend to delimit or restrict the exportation of commodities. The expectation of a high income elasticity of demand for travel services by developed nations from developing nations counters the forecast inevitability of ever-worsening terms of trade for developing nations."

Gray further states: "Provided the citizens of the developing country are willing to welcome the foreigner, his affluence and his potential objectiableness, and provided the demand for travel export services exist in fact, travel exports may be a valuable engine of growth."

In its resolution proclaiming 1977 as the International Tourist Year, the UN General Assembly recognized that "international tourism can and does make a vital contribution to the economic growth of developing countries" in addition to its value as a force promoting international understanding.

In a study of the development of tourism the Commonwealth Caribbean Islands, which have many features in common with other developing countries, Bryden has examined some of the issues related to its economic and social impacts. In his view it is necessary to understand the interrelationship between economic and social impacts of tourism in order correctly appreciate tourism effects on the people. A distinction is therefore, made between the "pecuniary" or "material" and "non-pecuniary" or "transcendental" costs and benefits in order to avoid the

misunderstanding caused by the use of the term "social costs" by economists and other disciplines. For the economist "social costs" mean in general the opportunity cost to society at large; for other disciplines it usually connotes those costs (or benefits), which are not normally measured or analyzed by the economists. Generally, the benefits are described in pecuniary terms while costs are expressed in non-pecuniary terms. For assessing tourism impacts, this kind of analytical framework is both inadequate and confusing.

Bryden has pointed out the inadequacy of the methodological approaches on the economic and social impact of tourism in developing countries, which are based primarily on the tourist multiplier concept. In his view, the cost-benefit techniques used by him in the case of the Caribbean provide a better approach to the measurement of tourism impacts. There are several important areas of "costs" which, according to him, must be set against potential benefits. But these costs are largely ignored in the studies of tourism impact in developing countries. While admitting the economic costs associated with tourism development, these are considered negligible in comparison to the benefits. Further, there is seldom any attempt to measure the costs and benefits of tourism development in terms of social opportunity costs and returns. The non-pecuniary or "transcendental costs" should also be taken into account and linked to the economic costs and benefits of tourism development. Since the associated costs of tourism development tend to be very substantial, they must be identified and incorporated into any analysis of the social costs and benefits of tourism.

**The main conclusions of Bryden's case study are:**

The quantitative data on financial and human flows due to tourism show that the financial flows involved from a significant portion of world trade in goods and services.

Tourism, unlike many traditional exports of the developing countries, appears to have a high-income elasticity of demand and hence offers many advantages as a source of earning foreign exchange for them.

The developing countries themselves provide a substantial proportion of inter-regional arrivals, especially the developing countries of Europe and the Mediterranean. On the basis of the available data, there is little evidence to show that there is a net flow of resources from the developed to the developing countries via the tourist market. "Tourism at present involves only minimal net flows of foreign exchange from developed countries to the developing countries outside Europe and at worst a net flow of foreign exchange to the developed countries."

Tourist multiplier approach in evaluating the social costs and benefits of tourism development especially in smaller islands provides no useful guidance to policy makers and regards the merits of tourism in comparison to other alternatives.

The expenditure multiplier "cannot be used as a reliable indicator of the benefits to be derived from tourism except under very restrictive assumptions which are unlikely to be met in the real world." On the other hand, the social cost-benefit analysis does enable some comparisons to be made with alternatives.

Statistics of tourist arrivals and tourist receipts while they may tell us something about the growth of demand, tell us nothing about the economic and social impacts of tourism in developing countries." There is need to evolve a suitable methodology to evaluate the socio-economic impact of tourism in the context of developing countries.

Notwithstanding the studies and writings of persons like Bryden, Rivers, Perez, Marsh and Turner, concerning the socio-economic-cultural impact of tourism on the developing countries, it is regarded as an important component for economic development by planners practically all over the world. In fact, much of the criticism actually relates to the "non-pecuniary" effects of tourism and the unquantified physical and social costs associated with it. The economic potential of tourism and its manifold

benefits are not denied. The need and concern of the developing countries for the planning and development of tourism is thus obvious.

Most of the developing countries, though rich in tourism assets, lack the resources, which are essential to their economic development and, consequently the improvement in the living standard of the people. They have problems relating to large populations, growing unemployment, uneven incomes, small internal markets, and mainly depend on agriculture and export markets in industrialized countries. They face gradual decline in their traditional exports and trade with the developed nations. The industrialized countries have generally adopted protectionist measures in regard to the export of agricultural produce from the developing countries. The export of manufactured goods is also severely restricted due to the imposition of high tariffs and rates by them. Consequently, the demand in the developed countries both for agricultural and manufactured products from the developing countries is very limited. Tourism, on the other hand, is subject to very different demand conditions. It has a high-income elasticity of demand (estimated at 1.5 for foreign travel by WTO) and is expanding rapidly. It is not subject to restrictions by the developed countries where the vested interests, like international airlines and tour operations themselves stand to gain from an expansion of international tourism.

The issues and problems relating to management of tourism, and their nature, differ in the developed and developing countries. While the former have the resources and professional competence to deal with them, the latter usually have neither. The role and function of governments and tourist public enterprises in the management of tourism in developing countries, therefore, assume great significance. The world tourism Organization has formulated the guidelines on management techniques for tourist enterprises especially in developing countries.

Tourism is a factor in national development, particularly in developing countries. Tourism is only very exceptionally a significant factor leading to growth, as it is seldom developed on an adequate scale. In

There is considerable scope for the industry to develop more fuel consumption techniques and to rationalize transport networks so as to minimize destruction and maximize utilization. Studies require to be conducted to analyze the impact of noise, air, and water pollution. Also the impact of flight paths of aircraft on affected communities. Access roads are often more destructive than the projects themselves. Alignments of roads must take ecological and cultural factors into account. Tourism generates employment for guides, restaurateurs, hoteliers, local shopkeepers, mechanics, and so on. Further, tourism helps create a local integrity and sense of oneness among the people of different caste and creed.

Human resource development is of vital importance in a service industry like tourism. We may spend crores of rupees on building infrastructure but it is the service people who alone can make them come alive. The present system of tourism training programmes suffers from several weaknesses, both in its qualitative and quantitative dimensions. Tourism is not only a major social phenomenon of the modern society with enormous economic consequences but also the world's largest export industry, which accounts for about 8% of the total world's exports, more than 30% of international trade in services, 10.7% of the global work force and about 12% of world GDP. It is also dubbed as the 'Largest Smokeless Industry' and contributes towards preservation of clean environment. Tourism is presently India's second largest net foreign exchange earning export industry after textiles/garments. The estimated foreign exchange earning during January to December 99 were \$2916.01 millions as compared to \$2819.62 millions during the same period of 1998 showing an increase of 3.4%. Foreign tourist arrival has gone up to 2471848 during 1999 registering a growth of 4.8% as compared to 1998. Tourism is of a particular significance so far as India is concerned since it contributes to the environment and to the national integration as it helps in the interaction amongst social and cultural lives of the people. Over 160 million domestic tourists visiting different parts of the country every year return with a better understanding of the people living in the other regions of the



country and the cultural diversity of India. Tourism not only has the capacity to generate large-scale employment opportunities in remote and backward areas but also provides employment to a large number of women, both educated and uneducated. In fact women are employed in a large number in hotels, airlines services, travel agencies, handicrafts making, cultural and other tourism-related activities. Ministry of Tourism performs its main marketing function through a network of 18 Tourist Offices located overseas. These tourist offices perform promotional activities including advertising campaigns in the electronic and print media, production of publicity material in local languages, production of special interest language films etc. An amount of Rs.49.75 crore has been allocated for overseas promotion, which is about 38% of the total budget allocation of Ministry of Tourism and about 86% of the plan outlay for 'Marketing and Publicity'. India in world tourism arrivals and world tourism receipts was only 0.38% & 0.39% and 0.68% and 0.71% during 1996 and 1997 respectively, which does not commensurate with the amount and efforts spent on tourist offices abroad and overseas campaign. Ministry of Tourism informed that Tourist Offices overseas basically do promotional activities and that the expenditure incurred on these offices does not necessarily reflect corresponding increase/fall in tourist arrival. The Committee was also informed that the Ministry had also commissioned a study through the World Tourism Organization (WTO) to evaluate the Marketing strategies of the overseas offices. Two of the main recommendations of the

(I) *Review location of offices keeping in mind marketing potential.*

(II) *Management of overseas offices.*

There are numerous places scattered throughout the country, such as mountains, wildlife and beach resorts, which hold unlimited varieties of flora and fauna to entertain eco-friendly tourists. The Committee, therefore, recommends that special attention should be given on the development of eco-tourism, which will not only boost tourism but also help protect landscape, fauna and flora from destruction by modern development. India offers a huge potential for adventure tourism like trekking, mountaineering,

river rafting, winter sports, water sports etc. and efforts should also be made to attract tourists to these places.

Tourism is one of the fastest growing industries in the world today. In some countries, so far little-known to travelers, where there are huge problems of unemployment and weak national economies, tourism is being regarded as a new primary industry. It creates employment and often brings in foreign currency to economically marginal areas. Sightseers from more affluent nations are ever searching for new places to explore. The trend seems to be growing away from sun, sea, and sand holidays toward adventure, the outdoors, wildlife watching, and cultural interests. India has been a spiritual and cultural destination for tourists from all over the globe from time immemorial. Its rich cultural diversity, religions, languages, magnificent monuments, its sheer size and people have been a source of fascination for outsiders and insiders alike. How alive this fascination is can be gauged from the fact that since 1988 the arrival of foreign tourists in India has gone up steadily from 1.6 million to nearly 2.4 million in 1997. As many as 162 million domestic tourists undertook travel within the country in 1997 and out of these 150 million were pilgrim tourists. According to the World Tourism Organization (WTO) South Asia would receive 6 million tourists in 2000 AD of which India's share will be half. Such is the growth potential of tourism sector in the country.

### **Tourism Planning and marketing perspectives**

Throughout history people have traveled from one destination to another for a variety of reasons. In doing so, they have made purchases from suppliers of transportation, accommodations, food services, and attractions. Over the years the quantity and kinds of travel purchases have increased as a result of social change and technological advances.

## **Ancient Times**

In ancient times, wealthy people often traveled for pleasure. Wealthy Romans, for instance, enjoyed trips to attractions such as the Baths of Caracalla. Each destination had different costs, appeal, and status, and those who hosted the Roman guests emphasized the differences. The universal coinage of the Roman Empire made travel easier – travelers could use the same form of money throughout the empire to pay for their travel expenses. Artwork and written accounts from ancient times show that wealthy Phoenicians, Chinese, and Egyptians also enjoyed leisure travel.

## **Middle Ages**

Business travel may seem like a modern concept, but it is not new to the twentieth century. Merchants and traders have always traveled to places where they could buy and sell goods. In his diaries, the famous traveler Marco Polo described commercial travel to Beijing in the thirteenth century. Traders paid to stay in the hostels that were established for them in the suburbs around the Chinese imperial city. A special hostel was established for each nationality – Lombards, Germans, French, and others – and, for reasons relating to security, the emperors required the hostels to register the names of the guests and the date of their arrival and departure. (These practices might be considered early forms of market research.)

For most of history, poor people have generally stayed at home. Religious pilgrimages to far-off shrines were a notable exception. In the fourteenth century, for instance, English peasants journeyed to Rome, Jerusalem, and other holy places to fulfill a vow, do penance for their sins, or pay homage to a saint. They had to purchase a permit from the king before they could leave England. They then had to pay sixpence to be ferried across the English Channel (two shillings if they had a horse). Once on the continent, the pilgrims rested in the inns that sprang up along their route. Innkeepers and other enterprising merchants found a market for selling religious relics or souvenirs to the pilgrims.

## **Seventeenth and Eighteenth Centuries**

In the 1600s and 1700s, aristocratic English families spent three or four thousand pounds a year to send their sons on a trip through Europe. The "grand tour", as these travels were called, usually lasted three years and conferred considerable status upon the wealthy young travelers. The purpose was to complete the education of the young man and turn him into a gentleman. The young man, along with his tutor, traveled to the centers of culture in Europe, especially cities in France and Italy. He studied works of art, visited places of antiquity such as the Roman Colosseum, attended the opera, and learned the manners of high society. The grand tour was the forerunner of today's cultural tours of Europe—a mainstay of business for the travel industry.

## **Nineteenth Century**

In the nineteenth century, leisure travel began to open up to Europe's growing middle class of people. More people had the time and money to travel. Furthermore, they had a desire to travel.

In the mid-nineteenth century, the travel industry, if it could be called that, consisted of a few railroad and stagecoach lines. People using these services paid their fares directly to the provider.

The travelers could look after themselves, but who was to look after the cargo? As the American economy boomed, more and more valuables such as cash, gold, and bank documents had to be moved from city to city. There was no easy way to ensure that these valuable would reach their destinations safely.

To meet this need, Henry Wells of Buffalo, New York, began an express service in 1841 to carry cash and financial papers from Buffalo to other cities. The business grew, and by 19 cents. The government eventually lowered its rate to 3 cents to win back to business, but Well was on his way.

In 1850 James C. Fargo became the company president and embarked on 133-year tenure, during which the company became a leader in the burgeoning field of travel. The first step was a financial one. In 1882 the company introduced money orders to enable people to send funds over long distances. That in itself had little to do with travel, but ten years later Fargo, who became frustrated with the complicated systems then in use to ensure credit overseas, expanded on the concept of the money order by introducing the first traveler's check. The idea took off, and by 1901 the company was selling more than \$6 million annually in travelers checks.

This gave the company a foothold in the world travel market, which was booming as a result of the development of modern steamships. American Express opened its first European branch 1895 in Paris intending to handle only cargo. But the great numbers of American travelers in Europe needed help, and American Express was in a unique position to provide the assistance. The company began booking rail arrangements in Europe and handling ticketing on transatlantic passenger vessels. By 1909 the company had stepped firmly into the travel business, booking European tours for Americans.

The original purpose of the company express freight service within America, was abandoned during World War I as the government nationalized the service. But American Express was now the leader in providing travel services for Americans abroad. Americans overseas used the American Express office as a financial center, a tour director, and even a place to pick up their mail. It prospered during the two world wars as the many American soldiers overseas used money orders and other services. The growth continued through the 1950s, when expanded income and leisure time led to a boom in travel by Americans,

In 1958 the company introduced another service that immediately became popular with travelers - a credit card. The American Express Card was designed specifically for the traveler, and the company extended its use to all those services a traveler should be likely to use, such as hotels, motels,

gas stations, and restaurants. It is accepted in most countries around the globe. The company has more than 1,600 travel offices worldwide.

American Express has other interests, both in and out of the travel field. American Express Publishing Corporation publishes *Travel & Leisure*, a leading travel magazine. The company also has expanded into financial services and owns the Shearson Lehman Hutton investment-banking firm. But the company's Travel Related Services arm remains its most profitable business and the one that most people think of when they hear the name "American Express."

Living in the bleak cities of the Industrial Revolution, they looked forward to escaping to the countryside or seashore for their holidays. The invention of the steam locomotive and the laying of the first railroad track in the 1830s made it easier for them to travel.

In 1841, Thomas Cook, a Baptist missionary in England, conceived the idea for a new kind of travel product - the package tour. He decided to organize a group of people opposed to the consumption of alcohol to attend a rally. With the promise of a sizable number of passengers, Cook persuaded a local railway company to run a special train from Leicester to Loughborough, 11 miles to the north. Then he persuaded 570 customers to purchase his travel package. For one shilling each traveler received a train ride (22 mile round-trip), entertainment (a band played hymns), a picnic lunch, afternoon tea, and the services of a tour escort (Cook himself). Cook, who was the world's first travel agent, eventually expanded his tours to the European continent, to the Holy Land, and to the United States.

## **Twentieth Century**

New forms of transportation also speeded up travel between the United States and Europe. In the 1860s trans-Atlantic steamships made the trip in two weeks. Later, screw propelled luxury liners crossed the Atlantic in six days. Encouraged that it took less time to reach their destination. More Americans bought package tours of Europe. One of the eve

of World War I, tours of Europe cost between \$178 and \$400 for five weeks and \$1,000 for an eight-country, all-summer luxury tour.

Still, travel to far-off destinations was largely the privilege of the wealthy, which could afford the time and money. It wasn't until the development of the automobile and the airplane following World War II that travel became accessible to masses of people. First, the airliner reduced travel time between America and Europe from five days to one day. Then, the flight of the first passenger jet in 1958 cut travel time from 24 hours to 8 hours.

Faster transportation meant that ordinary people with two weeks of vacation could travel to distant places. Middle-class citizens of industrial nations were also finding that they had more money to spend on travel.

Improvements in transportation and an increase in leisure time and income have created a tremendous market for travel. New airlines, hotels, cruise lines, travel agencies, and attractions have sprung up everywhere marketing efforts and budgets have increased dramatically to capture this expanding travel market. Sales figures have soared, making travel and tourism the number one industry in many parts of the world.

Global growth trends for the travel industry during the decades following World War II have been spectacular. In 1983, more than Rs. 42,000 billion (or more than Rs. 120 billion a day) was spent annually on travel related activities. The World Tourism Organization estimated that worldwide international tourist arrivals would reach 450 million in 1996. International border crossings tallied 168 million in 1970, compared to just 171 million in 1960.

While these figures are impressive, it is important to understand that a very high percentage of all international arrivals and expenditures occur between and within the United States and Europe. In 1984 Europe and North America received 80 percent of all tourist expenditures and 92 percent of world tourism arrivals.



## Indications of Continued Growth

Whether for pleasure or for business, travel demand is rapidly growing. Higher incomes, more leisure time, changing lifestyles, increased overseas visiting, and growing number of people reaching retirement age, all indicate that the tourism industry will continue to expand. The industry has responded to this increased growth opportunity with air, land, and sea transportation networks, with new hotels, resort destinations, and convention centers; as well as growing local service industries, which support the needs of the tourist.

Tourism is a service industry. Today's tourists and travelers need and expect service, whether related to trip planning, reservations handling, efficiency in transportation, or the services available at their destination. Tourism is an industry of competing firms whose clients have become increasingly cost conscious. The tourist has the right to expect professional service. The quality of our leisure time is becoming increasingly important to us, and the demand for expert, professional service in planning that leisure time is growing even more important.

In various ways, modern societies increasingly provide their citizens with the opportunity to reach their fullest potential. For many people, this opportunity is satisfied during free time rather than at work. The tourism industry, therefore, affects us not only because of its tremendous size, but also because of the crucial role it plays in improving the quality of life for millions of people.

In such an important industry the potential for jobs is enormous. As the industry becomes more complex, it demands the services of well trained, enthusiastic, and responsible individuals. The future growth and competitive strength of each of the elements that make up the tourism industry depends on how well each entity cares for the safety and comfort of the traveler, or the value tourists get for their money, and on how well their expectations are met.

A particular irritant affecting any visitor to the country is the lack of reliable telecommunication facilities. With the entire world emerging as a



single market place, where production centers and distribution networks are spread over continents, immediate contact with business associates, relatives and friends, and travel agents becomes an imperative need for any foreign traveler. The group working on the I.T. sector, it is hoped, will look into this aspect.

## **TOURISM MARKETING OF INDIA**

Having understood the current profile of Indian tourism, it is possible to analyse the marketing efforts put in by the Department of Tourism, Government of India. While starting tourism promotion in a modest way in the early fifties, the Government of India had no clear-cut objectives and goals about how to go about it. Tourism promotion was considered an information service like information on any other aspect of a country i.e. trade, economy, etc. Nothing more.

To most government officials involved in tourism promotion in the early fifties, international tourism meant that some affluent people from rich countries with a lot of money and some curiosity (especially from the US) were willing to travel to foreign lands. It was recognized that the first preference of such people in North America would be Europe which they considered the cradle of Western civilization. However, the retired and more affluent among them could be persuaded to take round-the-world trips either by ship or by air which sometimes included India. That was the India's target group in the fifties and sixties.

In North America, or for that matter in the entire Western world, India, if known at all, at the time had the image primarily of an exotic country-hot and humid, poor and backward, a land of snake charmers and rope walkers – an image which the British authors like Kipling had built up over the decades. The British rulers projected this image as they had to stand the heat of long summers in India to administer the country. Their families retired to the hills with cooks, bearers, nannies and gardeners and there was little attempt at meeting the people of India and understanding their rich culture.

In the early fifties, the government decided that India should have overseas offices to project a new image of the country as a tourist destination. The markets chosen were the USA, the UK followed by West Germany, France and Australia. These officers were essentially information offices whose job was to distribute and disseminate tourist information through brochures printed in India. In an effort to do everything in India, they forgot that their publicity material exported out of India was not attractive enough and of the best quality.

Although these offices were useful in projecting the new image on an independent India, some of the offices were perhaps opened a little too soon. For instance, an India tourist office was opened in Germany in 1957 at a time when the Germans had just undertaken travelling outside their country. They were not ready for India. It took them a decade before they began taking long distance holiday trips to countries like India and that too only when holidays to India became relatively inexpensive due to the introduction of charters and the cheaper inclusive group fares on scheduled carriers. Similarly, India opened a tourist office in Japan in 1964, when Japan first liberalized its foreign exchange restrictions and allowed the Japanese to take only three hundred dollars for travel overseas. But traffic from Japan to India remained static for five years as the Japanese did not think beyond the USA and Europe as their preferred holiday or business destinations. In Australia also, the story was more or less repeated as Australians started taking India holidays or stopovers on the way to Europe only in the early seventies. However, these tourist offices were useful in paving the way for tourism from these markets in later decades.

The tourist offices overseas within their limited resources launched modest advertising campaigns. It was generally a well thought out activity undertaken on the advice of the professional advertising agencies hired by each tourist office locally to improve the image of India as a land of Ajanta-Ellora, the Taj Mahal, the Himalayas and Mahabalipuram. Cultural tourism relating to monuments and an ancient civilization was the initial thrust of

promotion as people in the Western world could more readily identify India with such an image. The frequency and the size of advertisements were inadequate. Advertisements were released mostly in black and white, as color advertising was considered too expensive. At the same time, tourist offices, however, established contacts with the tour-operators and travel agents to persuade them to send their clients to India.

## **Beginning of Organized Marketing**

Market planning in the fifties and the sixties was not really feasible because the base of India tourism was narrow. The resources for promotion were even more limited and, tourism being a new industry, personnel was not well trained.

For preparing any successful marketing plan, we deal with four variables, popularly known in the marketing jargon as the four Ps as discussed in the previous chapter on Tourism Marketing.

**Product:** it means attractions or tourist resources that a country can offer – beautiful monuments, scenic beauty, beach and mountain resorts, transportation services, good hotel accommodation, polite and friendly people, etc.

**Price:** It implies the optimal rates at which the tourism product (holiday) can be sold.

**Place:** Most suitable distribution channels. In other words, the markets where the product should be sold and the network through which it is sold.

**Promotion:** It implies the communication process, public relations, advertising, promotion, etc.

To begin with, the India tourist product had several drawbacks. The major shortcoming was the image. India did not enjoy the image of a holiday destination.

Indians were often shocked to see the results of surveys conducted by organizations like PATA showing India in a terribly bad light. Despite the shock the fact remained that India had an image problem about its tourist product everywhere, especially in the USA. The picture in Western Europe

was not very different. In 1961, the London Observer questioned its readers where they were planning to spend their holidays in 1962. India was not even mentioned among the first twelve popular destinations.

The government taking decision to get out of the tourism infrastructure and leave this to the private sector. Else park directors will continue to spend more of their time booking accommodation for all and sundry VIPs from state capitals and Delhi. It is not clear what should be done to Forest Rest Houses, which are regularly being used, by politicians and conservation celebrities. Should state tourism authorities manage them and the customers charged? If so, the infrastructure would definitely be improved, though the clientele might have to be restricted.

The publication of educational materials and maps for tourists helps make parks more approachable. In this regard, the construction of forest roads for wildlife viewing is not harmful. Forest guards use the same roads made for tourists. Tourism can also be developed in the buffers to increase vigilance there and to take pressure away from the central attractions. Tourism at each park should be restricted to its carrying capacity already identified and publicized in advance, so there aren't long queues at park entrances.

Lot of steps have been taken to exploit Information Technology and electronic media as important tools for the development of tourism in India. The Ministry has established a Tourist Information Network (TOURNET) for providing up-to-date information to the tourists visiting the country. The network is presently functional in the Government of India Tourist Offices in India. It is proposed to upgrade this TOURNET software into a multi media package and establish it in the Government of India Tourist Offices abroad. It is also proposed to assist the State/UT Governments to achieve technological up gradation of their information systems on tourism by providing assistance up to 50% of the cost for the development of multi-media packages, purchase of computers and video presentation equipments. Some of the steps taken/proposed to be taken are as under: -  
An official web site **[www.tourisminindia.com](http://www.tourisminindia.com)** has been created.

PCs/Internet/E-mail connectivity has been provided to all the officers at New Delhi, 13 out of 21 Tourist offices in India and all the Tourist offices abroad.

Interactive Voice Response System (IVRS) has started working in the Regional Tourist Offices in India at Delhi and Chennai. It is also being provided in the offices at Mumbai and Calcutta.

The CD Rom called 'Destination India' has been produced. Thematic CD-ROMs on important subjects of tourist interest like Wild Life, Railways, N-E States, Convention and Conferences are also being developed.

Touch screen based Information Kiosks are being installed shortly at various important places in the four Metropolitan Cities at Delhi, Mumbai, Calcutta and Chennai.

The potential of the information technology in marketing and promotion of tourism in India has not been exploited to the desired extent. The Committee find that most of the projects in this field such as installation of Touch screen based information Kiosks at Delhi, Mumbai, Calcutta and Chennai, developing thematic CD-ROMs on Wild Life, Railways, North-Eastern States, providing IVRS at Mumbai and Calcutta etc. are still underway and hopes that the completion of these projects will spread awareness among domestic and foreign tourists and help in promoting tourism in India

The Committee is of the view that substantial portions of the total budgetary allocations of the Ministry of Tourism are being provided for overseas campaign since the last few years. However, the net increase in number of foreign tourists does not justify the high amount of allocations in this sector. The contention of the Ministry of Tourism delinking the performance of tourist offices abroad from the increase/fall in foreign tourist arrival in India does not hold good. .

Ministry of Tourism performs its main marketing function through a network of 18 Tourist Offices located overseas. These tourist offices perform promotional activities including advertising campaigns in the electronic and

print media, production of publicity material in local languages, production of special interest language films etc. An amount of Rs.49.75 crores has been allocated for overseas promotion, which is about 38% of the total budget allocation of Ministry of Tourism and about 86% of the plan outlay for 'Marketing and Publicity'. The amount allocated to all these offices and the expenditure incurred during 1999-2000 is as:-

**Table - V**                      **Amount allocation & Expenditure of Indian Tourism offices in abroad**

<b>Tourist Offices</b>	<b>Allocation for 1999-2000 (Rs. in lakh)</b>	<b>Expenditure as indicated in remarks</b>	<b>Remarks</b>
1.Frankfurt	Plan 625.00 Non-Plan 74.30	373.92 163.51	Apr-Dec.99 -do-
2.Paris	Plan 255.00 Non-Plan 67.10	136.53 105.75	Apr-Dec.99 -do-
3.Amsterdam	Plan 185.00 Non-Plan 21.00	107.27 20.97	Apr-Dec.99 -do-
4.Stockholm	Plan 150.00 Non-Plan 22.00	93.55 23.43	Apr-Dec.99 -do-
5.Madrid	Plan 164.00 Non-Plan 10.20	---- ----	Awaited -do-
6.Milan	Plan 164.00 Non-Plan 16.80	86.04 9.71	Apr-/Aug.99 -do-
7.Moscow	Plan 115.00 Non-Plan 20.00	88.40 45.03	Apr-Nov.99 -do-
8.Tel-Aviv	Plan 94.00 Non-Plan 18.00	34.30 34.39	Apr-Dec.99 -do-

9.London	Plan 625.00	396.20	Apr-Nov.99
	Non-Plan 69.00	69.21	-do-
10.New York	Plan 575.00	567.23	Apr.99-
	Non-Plan 96.00	185.19	Jan.2000 -do-
11.Los Angles	Plan 136.00	----	Awaited
	Non-Plan 20.20	----	-do-
12.Toronto	Plan 136.00	69.70	Apr-Nov.99
	Non-Plan 19.05	19.10	-do-
13.BuenosAir es	Plan 190.00	126.81	Apr-Dec.99
	Non-Plan 16.75	47.73	-do-
14. Dubai	Plan 520.00	381.12	Apr-Sep.99
	Non-Plan 29.50	30.33	-do-
15.Jo.Burg	Plan 150.00	77.70	Apr-Dec.99
	Non-Plan 18.00	26.54	-do-
16.Tokyo	Plan 435.00	----	Awaited
	Non-Plan 50.50	----	-do-
17.Sydney	Plan 360.00	419.88	Apr-Dec.99
	Non-Plan 42.80	74.66	-do-
18.Singapore	Plan 240.00	99.58	Apr.99-
	Non-Plan 42.80	33.32	Jan.2000 -do-

**Source :** Market research division, department of Tourism, India.

Without any correlation between the two, it would be very difficult to assess the performance of the tourist offices abroad and review their location keeping in mind marketing potential, as recommended by the WTO report. In view of the huge allocations made in this area, the Committee recommends that cost benefit ratio in respect of each overseas office should be worked out and these offices should be made accountable for the foreign tourist arrival in India. The Government should also explore the possibility



of utilizing the services of professional agencies abroad to boost the image of India as tourist destination instead of having separate tourist offices overseas. The Committee recommends that immediate necessary action may be taken upon all the recommendations of the World Tourism Organizations and the action taken upon them may be brought to the notice of the Committee.

### **Consequences of unplanned tourism**

The main basis for planning in India has been the medium term plans formulated for five-year period. While a long-term perspective plan provides a framework for thinking and conceptualizing, the main focus is on five years plans. Annual plans also exist but they are operational programmes of a more limited scope, mostly confined programme of public expenditure in the ensuing financial year. Policy framework of a state plan is the following of central plan. Thus the weakness of the central planning policies and strategies tend to get transmitted to plans prepared in State. Some times when there is opposition government in the center the state has to face the consequences that there is problem of getting money from Center. Lakdavalva (1986) in the context of India's planning has pointed out that the freedom of state to adopt suitable policies and instrumentalities to achieve plan objectives is conditioned by four major factors-federalism, mixed economy, democracy and basic feature of economy (dualistic structure with weak linkages, rural-urban, modern-traditional etc.). He indicates that private sector activities are too spread and government machinery and political thinking are subverted in a manner that public sector serves private sector interest groups. Yet another weakness has been the failure 'to undertake a continuous and scientific investigation of social obstacles to economic development and plan for their circumvention' (Hanson 1966).

The World Tourism Organization's Manila Declaration (WTO, 1980) stated that, tourism development at both the national and international level can make a positive contribution to the life of the nation provided the



supply is well planned and of a high standard and protects and respects the cultural heritage, the values of tourism and the natural, social and human environment.'

Unspoiled nature (especially the outstanding scenery often associated with the coast, islands, lakes, rivers and mountainous regions) and historical sites and monuments, constitute the stock of natural and man-made resources on which the tourism industry is largely based. Until recently, the availability and permanence of such resources were taken for granted. During the 1970s' however, it became increasingly apparent that these resources can be quite fragile, with limited resilience and carrying capacity.

While the concept of 'carrying capacity' has its origins in livestock husbandry, conservation biologists have adapted it as a measure of the ability of ecosystems to sustain populations of particular species that live within them and it is equally applicable to the capacity of natural areas to withstand human use. The concept has been further extended in relation to tourism to cover the capacity of particular societies to 'carry' tourist impact without adverse social consequences.

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## **CHAPTER – II**

### ***RESEARCH DESIGN***

- (i) Selection of the study (topic)
- (ii) Hypothesis
- (iii) Objectives of the research
- (iv) Modus Operandi (Methodology)
- (v) Significance of the study
- (vi) State-of-the art
- (vii) Limitations

## **Research Design**

This research work is basically exploratory in nature. The aim of this research work is to collect detail information about various variables that require consideration to formulate marketing for developing the tourism potential of Bundelkhand region.

## **Selection of the study (topic)**

India is the land of two most primitive societies. India has almost everything for all types of tourists. It has immense potential if properly managed and developed it can come up as major source of income for the people as well as to the government. This study, which I have taken, is due to potentiality of tourism but which has not been developed due to some reasons. I took this topic to know those reasons especially in Bundelkhand because after the separation of Uttarakhand from Uttar Pradesh this region can be developed as a tourist destination which will be helpful for state government as well as the local people because it is an economic backward region.

## **Hypothesis**

Based on primary and secondary data available on financial institutions related to tourism industry shows that there is full satisfaction of tourist and the tourism industry is going well. In the hypothesis it is observed that there is not proper level of satisfaction of the tourist as well as supply side of the tourism. In the study it will be analyzed that what is the growth potential of tourism financial institutions and their strengths and weaknesses along with the problems they are facing in today's scenario. The outcome of this study shall play the pivotal role in the future development and shall alert the planners and decision makers to stop wrong practices. The economic upliftment of the tourist's zones, as would be evident from the

findings of the present work is expected to increase the rate of tourism employment multiplier, and would impel the youth and local people to opt tourism as a profession for self-reliance. The pragmatic approach to better utilization of deteriorated monuments, polluted lakes, neglected culture and society shall certainly provide stimulus to systematic development of this area. The hypothesis based on the assumptions that if various destinations with diverse tourists appeals are systematically promoted keeping in mind the social and economic factors, Bundelkhand region can become a great tourists attraction and income earner. The suggestions regarding the carrying capacity problems will be very useful for the immediate action. timely growth and development of the area.

### **Objectives of the research**

The objectives of the research are to strike a match between the demand side of different categories of tourists and supply side of tourist's related services. The objectives are as;

- Analyze the role of tourism in Indian economy
- To find the point of attractions that may motivate tourists to spend more time in this region
- Examine the tourists' views, attitudes and their expectations about facilities provided by govt. and non-govt. organizations in this region
- To study the tourism promotion in Bundelkhand
- Critically examine the investment, income and expenditure made by govt. and non-govt. organizations along with their strength and weaknesses
- Suggest various effective measures for promotion of tourism and tourist satisfactions in Bundelkhand
- To assess the interest of the tourists in different attractions of the region

various official and non-official sources. The data collected is analyzed with the help of suitable statistical tools. To substantiate the analysis, existing literature on the subject will be used. Observations, informal interviews and questionnaires will be used to draw to certain conclusions, which will require future verification. In view of the diverse of the nature of the universe, convenient sampling method is initially planned but possibility of using one of the probabilities sampling method is also be explored. Pilot test is conducted (50 guests) to get valid information for the questionnaire design, wording and measurement scales.

It is our endeavor to propose a balanced development planning formula for timely development of tourism and planning both. The findings of this research is interpreted by analysis and interpreting the data collected on diverse perspectives of the study.

The method usually used for evaluating tourist attractions either opinion surveys of tourists or experts. This approach is adopted all over the world along with residents view points as the residents too also visit and use the attractions often at different times, and for different reason from the visitors. In the present research work an attempt has been made to make an in-depth study of the publications of govt. and non-government organizations as well as research articles of different researchers. It is my endeavor to propose a balanced development planning formula for timely development of tourism. This formula has devised the appropriate planning method on the basis of WTO's suggested guidelines. Appropriate maps and tables have been prepared in support of findings. Literary sources especially publications and study reports of tourism organizations like U.P. tourism, Department of tourism, Archeological survey of India and local administration have been consulted.

For this research a survey of primary and secondary sources of information has been conducted. Any analogous situation (case study) has not been examined as it would have made the scope of the research very narrow. Secondly the survey method has the advantages of flexibility and versatility.

## **SOURCES & METHODS OF DATA COLLECTION**

Data for the purpose of research has been collected from both primary as well as secondary sources.

### **Primary Data Collection**

The researcher himself collected the primary data that was needed by visiting various places in Bundelkhand region and observing the tourist attractions and tourism infrastructural facilities. Questionnaires were then designed to collect information from the following sources.

- Tourists visiting various tourist attractions in Bundelkhand region.
- Tour/travel agents and officials of State Tourism Department operating in Bundelkhand region.

Respondents in the tourist category were contacted in tourist coaches, trains, hotels, Restaurants, railway station and at tourist attractions of various places like Khajuraho, Chitrakoot, Orchha, Sonagiri and Jhansi.

Respondents in the tour/travel agent and tourism official category were contacted at their respective places of work.

Questionnaires along with laminated colored photographs of various tourist attractions of Bundelkhand region were supplied to and collected from the respondents personally by the researcher. The respondents were informed about the purpose of the study and were requested personally to co-operate with the answering the questions.

## Sampling Procedure and Sample Size

Quota sampling method has been used in this research work. : The respondents have been divided into six categories and a total of 400 respondents were contacted. The number and percentage of respondents contacted are mentioned with the respective category in the table given:

**Table - VI      Sampling Frame**

Category	No. of respondents contacted.	Percentage
1. Foreign tourists visiting the region for seeing natural sites, ancient art and historical monuments. -	220	55%
2. Domestic tourists visiting the region for seeing natural sites, ancient art and historical monuments	72	18%
3. Domestic tourists visiting for pilgrimage		
4. Package tour operators	50	12%
5. Travel agents arranging accommodation and/or transportation facilities.	28	7%
	20	5%
6. Officials of local tourist department		
	10	3%
TOTAL	400	100%

The size of various categories in the universe was first estimated on the basis of experience since a list of universe was not available. The number of respondents in each category was then determined proportionately. The total size of sample was large enough to make the sample representative and avoid sampling error.



## **THE QUESTIONNAIRES**

Two different questionnaires were designed and used keeping in view the informational requirements of the research. One was used for collecting information from tourist category of respondents and the other was used for collecting information from tour/travel agent and official of Tourism Department operating in Bundelkhand region.

Closed response questions, comparative scale and rank order scale were used in the questionnaire to measure the attitude of the respondents on different issues. Tourist map laminated colored photographs and brief write-ups about various tourist attractions of Bundelkhand region were supplied to the respondents along with the questionnaire for facilitating their response.

The questionnaires were pre-tested on a representative sample of both the categories of respondents and then administered on a full scale. Secondary data has been collocated from various publications of Departments of tourism, Government of India and Government of Uttar Pradesh and Madhya Pradesh.

### **Design Of Sample**

#### ***The Universe***

For the purpose of this research the universe has been defined as of:

- All those people traveling to Bundelkhand region for seeing ancient art, historic monuments, natural attractions and for pilgrimage.
- Tour/Travel operators and officials of tourist department operating in Bundelkhand region.

#### **The Sampling Unit**

The sampling unit in this research is an individual tourist traveling to this region, a tour/travel operator and an official of local tourist department.



## **Period Of Study**

This study has been conducted from 2000 to 2002.

## **Significance of study**

Tourism has been regarded as an economic proposition in India and has a distinct role to play as an industry. Being a promising industry it has a bright future. Now it is treated as an industry with the expectation of rich dividends.

Considering the socio-economic importance of tourism, the government and their agencies as well as private sector units and individuals are taking various measures to promote tourism. Many developmental schemes and projects involving large investments are being taken up. Objectives evaluation of the performance of the industry in the light of its past performance and expected future prospectus become imperative particularly in the context of large scale investment and consequential added social responsibility.

Promotion of tourism can contribute immensely to our economy. Until recently tourism remained as a most neglected subject in our country but now a days concentrated efforts are being made to improve the position of tourism and try to get maximum economic keeping in mind the social benefit of the people.

India is a tourist paradise and has all unique features of modernity and traditional hospitality. Each State has its own its own cultural glory and historical monuments to visit. Himachal Pradesh State is a beautiful picnic center and offers many attractions. Jammu and Kashmir is a diamond studded with many beautiful gardens and lakes in the crown of India. Kerla is most densely populated state in India and offer many attractions to visitors. Tamilnadu with ancient temples and with modern industrial achievements. Madhya- Pradesh is the meeting of different races and offers

many tourist places. Punjab is both industrially and agriculturally advanced state. Rajasthan is state with deserts promising to bloom and has many great forts, lakes and Desert life is so vivid and also a visit to the State is a unique experience. Uttar Pradesh is the valley of Ganga having unique place in Indian politics and offer many interesting heritage, holy and picnic places. Thus India offers everything to everybody.

India is a country having very liberal holiday scheme. On an average Indian employees are enjoying 170 holidays. Certain optional holidays are being declared by State Governments. The universities, colleges and schools used to work 180 days on an average in a year. Besides this, employees are having 14 casual leave and 10 days are allowed as privilege leave and there are also certain leaves in different departments and for different persons. Tourism has become a primordial recreation for many young people. Travel has also found the place in the list and majority of middle-income groups are prepared to spend money on visiting other places. There is another apparent reason. Most of working husbands and wives could not find time to manage their household chores due to speed, non-availability of proper bus facilities, long distance offices and fast developing mega cities. Due to this mega problem, majority of working class have been depending on fast food, which was absent in olden days and in some families the members could not find time to spend at leisure during working days. Hence they feel it as an opportunity to go for a weekend and spend their discretionary income on tourism.

Travel and tourism is one of the fastest growing industry in the world. It is the industry which holds maximum foreign exchange i.e. it spend only 7% of foreign exchange and hold 93% of foreign exchange. Realizing the importance of tourism potential in Bundelkhand both state and central govt. is interested to take necessary steps in promoting the tourism. Being a smokeless industry tourism is helpful and important both people and govt. This problem has been chosen with an eye to study tourism potential in Bundelkhand and also the growth of state public sector undertaking, its

organization Financial marketing and other operating aspects and to suggest ways and means for development of tourism in Bundelkhand region. The state and central govt. have been allotting funds for developing various schemes with the growing importance of this sector being a better employment generator and foreign exchange earner. There is booming scope of returns on investments. Every tourist has different likings and according to income, taste, and social background etc. For this the tourism industry has to equip itself to cater the demand and interest of the Tourists.

Tourism being of different types likes sports, adventure, cultural, natural religious, health and beach tourism etc. Each type has its own priorities and infrastructural requirement for development and satisfaction of Tourists. Hence keeping the all aspects in view this study will helpful for promotion and satisfaction of tourists

### **State-of-the art**

Only limited work has been done on the study, which I have undertaken. Although related to the subject matter has been done. A. Satish Babu did study on tourism development in India. Chopra, S. 1991 on Tourism and Development in India. Rajiv Dube, 1985 in Tourism in the Economy of Madhya Pradesh builds up development models for M.P., While G.K. Ranga Rao presents heritage resource profile of Bundelkhand region.

Among a few other studies directly or indirectly dealing with the similar aspects are by Rose in 1984, Norval, A.J. 1936, Abell, D.F. and Hammond, J.S. 1979, Barrie and Jenkins London, 1979, Hewison, Abell, D.F. and Hammond, J.S. 1979, Hewison, Burkart, A.J. and Medik, S. 1981, R. 1987, Bonink, C. 1992, Page, S.J. 1993, Ashworth, G.J. 1993, Prentice, R. 1993, Stebler M. 1996, Sheldon P.J. 1997, Teliabu, J. 1998. This study is an effort to discover the tourism potential in India with special emphasis on Bundelkhand.

## **Limitations**

There are certain limitations in every work. In the present study there are also some limitations, which are:

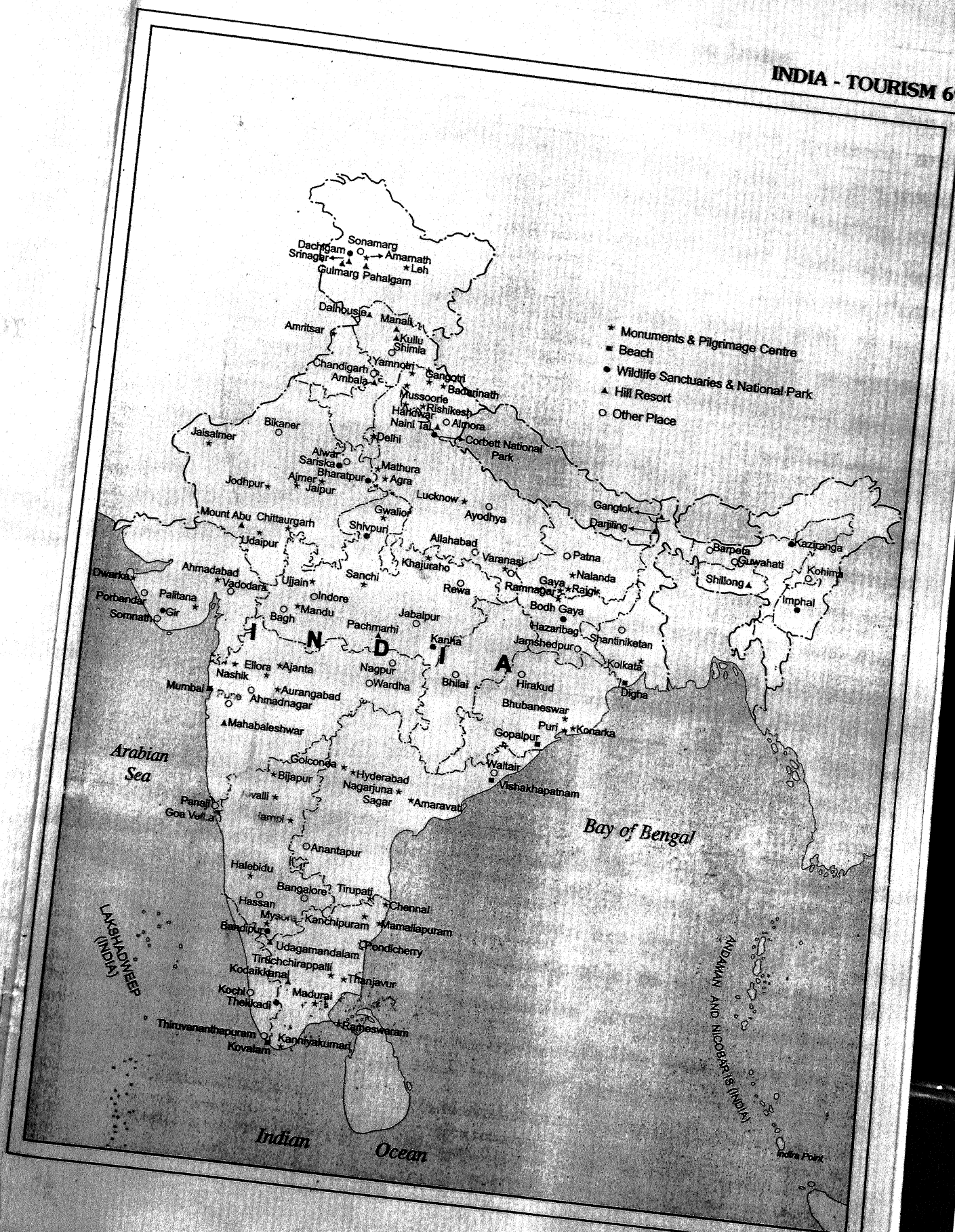
1. Study is mainly based on the secondary data.
2. Some of the conclusions are based on the estimates, assumptions, observations and informal interviews.
3. Sample size remained very small.
4. Time constraint is also there because there is also possibility of certain type of tourists are not visiting certain place at certain time.
5. There is also possibility that some respondents might not take it seriously.

## **CHAPTER – III**

### ***TOURISM RESOURCE POTENTIAL IN INDIA***

- (i) Overview on Tourism resource Treasure
- (ii) Infrastructure perceptive
- (iii) Policy & planning framework- a brief assessment
- (IV) A brief assessment





# **TOURISM RESOURCE POTENTIAL IN INDIA**

## **Overview on Tourism Resource Treasure in India**

India is one of the seven primitive civilizations of the world and this is only the unique notion that can claim uninterrupted existence and democracy. The republic of India is the sixth largest country in the world preceded by China, Canada, Brazil, the United States of America and Australia. It is a country with an area of 32,87,593 square kilometers and the second largest country in the world. It stretches over 3,220 kms. From North to South a 2,980 kms from East to West. Around 83% of total population is Hindus, 2.5% Muslims, 2% Christians, Sikhs, Buddhists, Jains are 1.5% and others are 11%. Hindi is most important and popular National language spoken by about 50% of the population. There are 17 other regional languages scheduled in the constitution.

India is a center for two primitive civilizations of the world. One is the Indus-valley civilization and the Aryan civilization. It is pertinent to mention that no civilization except Indus-valley civilization cover such a vast area. India means not only the prized pearls and valuable stones, but also more than anything that the rest of the world could see only an infinitesimal fraction of knowledge over a period of time and suggested solutions to the complex and multiple problems of man and society now experiences. In spite of many fields throughout the world and even though modern equipment is at the doorstep of Homeo sepins still there are many more things to discern, in mother nature on the one hand and on the other we notice the growing uncertainty, uneasiness and personal problems of the man. The holiest things in life of modern man are very minimal and his scientific knowledge and advancement is not able to solve ever-growing problems. It is the area where Indian culture penetrates and gives an indelible impression in the minds of people with the saga of continuity; solace shows the ways and means for transient problems faced. Ayurveda,

Unani and Sidha are the three gifts to India, which are famous to all over the world. Yoga is another great gift endowed by this noble country to the world. India has an ancient tradition of travel. Large numbers of people were impelled to undertake journey throughout the length and breadth of the country in olden days. The motivations of these were mainly religious, quest for knowledge and desire to foster trade and commerce. The travel for religious purposes de into the intuition of pilgrimages or tirthant. The urge to develop cultural contacts, trade and commerce led to voyages to distant lands abroad.

The tradition of travel among the people has continued since then. There are references to pleasure travel as well which was undertaken particularly in middle ages. But the tourism in its modern sense commenced only in the middle of the twentieth century. Like some of the countries of Europe, the beginnings of tourism in India can be said to have been also made by Railways with the publication of the first "Handbook of India" in 1931. It gave short descriptions of places and attractions on the railways routes, and those, which had become accessible because of it, along with travel related information such as accommodations etc. The handbook contained a large number of illustrations, in photogravure, as well.

Indian being a big country has every thing to offer to everybody. Visiting India is an enthralling and memorable experience to one and all. The improvisations about the Oriental wonderland are provided fertile over a period of time and withstand for the time-test and suggesting solutions to the problems faced by the world. The beautiful ancient monuments are fascinating and will be a tourist delight. India is a country where the past and present blend in a systematic manner in the threshold of an exciting future and emerging as International Market. Delhi is the capital of India and is a Gateway city to the vast country. The tourist can find the beautiful sights, the sounds and smells of India trough a single window system of tourism. Similarly, sandalwood smell of Karnataka presents a beautiful



Panorama to the visitor. The Karnataka's lush green forests and hills unravel Nature and its beautiful products. Bangalore and Mysore are two great Jewels and the Crown of Bharat Mata (Mother of India). Mysore is a spiritual place and it is the holiness Ganapati Sachindanand Swamiji is furthering by his preachings. He is an expert in ushering music therapy. Thousands of devotees used to pay visits to this place apart from all parts of India.

India is a tourist paradise and has all unique features of modernity and traditional hospitality. Each State has its own cultural glory and historical monuments to visit. Andhra Pradesh is a confluence of many a cultural stream. Assam State is resorting normally and is having beautiful areas to visit. West Bengal's contribution to Indian life is unique and unforgettable. Bihar State is with glamorous past and presents prestigious places to visit. Gujarat is an industrially developed state and offers many products to the visitor. Himachal Pradesh State is a beautiful picnic center and offers many attractions. Jammu & Kashmir is a diamond studded with many beautiful Gardens and lakes in the crown of Indian and a visit to Jammu & Kashmir gives most enjoyable experiences. Kerala is the most densely populated state in India and offers many attractions to visitors. Tamilnadu is with ancient temples and with modern industrial achievements. Madhya Pradesh is the meeting place of different races and offers many tourist places. Maharashtra is the cradle of India's freedom and an industrially advanced state having many a splendid picnic spots to visit. Karnataka is the land of Sandal wood and the center for many historical events. Orissa is a state immortalized by Art. Punjab is both industrially and Agriculturally advanced state and speckled in our history. Rajasthan is a state with Deserts promising to bloom and has many great Forts, Lakes and Desert life is so vivid and also a visit to the State is a unique experience. Uttar Pradesh is the valley of Ganga having unique place in India's Politics and offers many interesting holy and picnic places to visit. Thus India offers every thing to anybody. But Tourism Development in this country has been

started in the early sixties. By that time, all other countries have achieved a remarkable progress in this area and has exploited to a maximum possible extent. Post Independence era has witnessed Tourism development in this country. Only Great Countries, which have glorious past, can thrive on Tourism Business. Tourism Business is to some extent the product of historical facts of a country.

India has been hidden from prying eyes for many thousands of years and has secluded itself for a considerable period of time. India once called as the brightest jewel in the British Crown has developed to such great heights that it has become an example to other countries in many respects.

The present century has witnessed this country rising to higher heights and moving forward with other leading countries of a globe. The main reason is its vast geographical size, big markets and its rich potential resources. The unique feature of Indian society is joint family system where the members of the entire family are having close contacts and certain values are being maintained which is absent in other Western Countries. Many Business firm are run as family concerns. A healthy family is an asset to the society and it is the edifice on which a strong Nation is built. Even though this country is viewed as an orthodox, this system of joint family pays rich dividends and suggests solutions to many sociological problems that the world is facing. No other country except this country perhaps has so many temples and churches, Gurudwaras and Mosques, thus, showing devoting towards the guiding and invisible deity in all respects. It is the reason why many people prefer to visit this country to learn the intricacies that they are not aware of or their society permits.

Indian artists are being welcomed by many countries and brought laurels to this country. Among the prominent people are M.S. Subba Lakshmi, Lata Mangeshkar, Modh. Rafi, S.P.Bala Subramanyam, Gantasala Venkateswara Rao, Jesudas, L.R. Eswari, Pandit Ravi Sankar, Ali Akbar, Bismillah Khan, Yamini Krishna Murthy, Dr. Padma Subramanyam, Sobha Naidu, Dr. Vempati chinna Satyam are a few to mention and their

contribution has paved the way in getting more fame and name to this country.

The cultural heritage is having direct impact in the promotion of tourism. Besides this great rich cultural heritage, this country occupies a pivotal position in many other respects. Its rich magnificent monuments are always an added attraction to the visitor. The beautiful Taj Mahal, the temples of Srisailem and Lord Venkateswara in Tirupati are the internationally reputed structures. The famous frescoes of Ajanta and Ellora caves create an indelible impression in the minds of visiting tourists. In fact, culture connotes a comprehensive view that comprises of Dance and Drama, language and literature, paintings and Architecture, Dress, handicrafts and all these forms provide a different world to the visitor.

India offers many delicious dishes to the visitors both the traditional and modern menu. Now the concept of vegetarian food is gaining ground around the Globe for better health. A tasty, cleanly, healthy and limited meal is always advocated by Ayurveda in India. This practice has been in vogue in many households in this country. The Sought Indian Stuff is very famous and has been internationally accepted and the combination of different ingredients with medicinal properties is a panacea to many health problems. This tasty and low priced food is not available anywhere in the world. Traditional Hospitality is the cardinal principle in this country. Even now, one can witness in rural India that the visiting people are provided with food or milk.

In some areas if the guest comes to the family the members of the village used to help in supplying milk, curd or vegetables or in any other form and this indicates the brotherhood and concern about others which is absent in Western countries. The family ties are very weak in those countries and in this country they are very strong and they may puzzle the tourists.

The Beautiful Indian countryside provides exotic panorama of lush greeny valleys, jungles, lakes and waterfalls apart from the pleasures of sights and sounds.

Artists in clay literally make a big chunk of profits out of mud, gaining name through the un-compromised quality of materials they use and with their innovative designs. They used to develop items from small plaques to large icons that adorn the drawing rooms and executive chambers.

India has always been famous throughout the world for Handicrafts. People used to dream to possess as many enticing products as possible whenever they visit exotic places. Handicrafts are exquisite and fascinating items of manual skill and are part and parcel of man's material aspects. Ever since man has learned to translate his ideas into words and expressions thus resulted to manufacturing of beautiful things. The Handicraft Industries are commonly located in rural areas and the products are made for markets with personal touch. The visiting tourists will prefer new horizons, new environments and fascinating things that result into exciting experiences. Travel and Tourism is an avenue to convert the existential experiences into most unforgettable memories. And tourists used to purchase articles as an insignia of visiting that particular place. This excitement makes them to visit once again and these products, which the tourists use to purchase, is known as Souvenirs.

Souvenirs play a pivotal position in the development of Tourism and remains as an important component. For centuries together India had a considerable variety of arts and Handicrafts. These are the masterpieces that remind one of the sweat and strain of the artists is reflected. The new designs or the ideas will be translated with most beautiful articles that allure the tourists. During the regimes of Nawabs and rajas there was great encouragement and fulcrum to Indian artisans. Some artisans used to work on their own and some used to work on job basis under the guidance of master artisans. Most of the items were exported to other countries through the Egyptian Ports, at a time when the West of Europe a birthplace of

modern industrial system was inhabited by uncivilized tribes. India was famous for the Wealth of the rulers and for the artistic skill of her Craftsmen, and even at a much later period when the merchant adventures from the west made their first appearance in India, Industrial advancement of this country was at any rate not inferior to that of more advanced European Nations. \*

Foundry technology is very much primitive method, which has been developed in Indian Sub-continent. As far as the historical evidences are available, it is well known that the Harappans knew this technology about 2500 years back before the birth of Christ. They were generally adopted for casting Bronze materials. In the later part of the History about 1500 years ago wrought Iron pillar of about 24 feet high and 16.4 inches at the bottom and 12 inches at the top weighing of more than six tonnes was cast and it is still seen evident at Delhi "Kutub Minar" Yard in perfect conditions through the same was left in open space for centuries. The famous historian and Archaeologist, Alexander Cunningham is of the opinion that this iron pillar is the most interesting piece of high technology, which has been cast in mould as it has get no welding mark. It is also learnt that the famous Indian Philosopher Maharashi Patanjali wrote a book call "Loha Sastra" or a book on Iron making at about 150 A.D. in which he elaborately describe the proccdures of manufacturing Iron and Steel.

During the Golden Gupta Era (5<sup>th</sup> Century A.D.) the casting of Iron and Bronze came to its height when the Nalanda University was started in modern Bihar. In this University, the great Buddhist Houn Tsung came from china for his study. In his travelogue, he mentioned about the training course of foundry technology, which was included in the syllabus of the Nalanda University. He also described that a colossal 80 feet copper status of Buddha stood near the university. Moreover, several archeological evidences have been discovered throughout India from which it is clear that casting of Iron, Bronze, Copper and other Alloy metals have been cast with high precision in India in the ancient past.

Nature is a big repository having many more wonders. Creation of beautiful articles is the main motto of artists and sensitivity and mellowing of humanity is the inherent factor in depicting designs that gives aesthetic exultation to the visiting tourists. For many artists it is a life achievement and the translation of emotional idea into a beautiful one and the tourist will be happy and proud to possess it. It is this hedonism that prompts people to visit Art galleries, Museums and other places of interest.

People prefer to have most modern articles or new experiences and want to bring their reverie into reality. Travel and Tourism helps them in converting their cherished goals into vivid recollections. Tourists want to purchase some articles as their pocket permits as a token visit of that particular place. Whenever the visitor sees that particular article he gets immense satisfaction and it reminds him of the days of visit.

Handicrafts are the items of manual skill and are part and parcel of man's material wealth. These are the reflections of daily used products, images of Gods and Goddesses, Animals, Birds, Toys and implements and every other thing that comes to the proximity of man in nature. Handicrafts are creative reflections of Artists imaginations endowed with Bony. In India it is a common practice to sell their articles in fairs every week. The tribal folk used to manufacture various varieties of products such as toys, bamboo products and plaster of paris articles. Many Handicrafts are made out of Earth ware, Metal, Craft, Jewellery, Basketry, Textiles, Embroidery, ivory, Woodwork, paintings and other fascination articles that attract tourists.

Basketry is a primitive craft that Nature bestowed on mankind and became part and parcel of daily chorus. This is purely made out of human nissus in the most captivation manner. Artists used the local available material and create different designs, shapes and sizes.

Earth ware making includes pottery and porcelain that is known to the India since primitive period. Most of these earth ware makers are individualistic and their creativity will be reflected in the artistic



manner. Most of the Indian villages have these Earth ware makers and the latest development in this field is Studio pottery. This is a most phenomenon and an elitist development in this field is Studio pottery. This is most modern phenomenon and an elitist movement. This preparation requires more involvement of the artists physically and mentally. Ceramic jewellery is being accepted by many in modern Indian Society and is gaining ground gradually as a mark of fashion. There is a constant momentum for new ideas and designs and people take it, as prestige to possesses these items.

### **Woodwork**

Man is an intimate associate of Nature. He knows Wood since long back and he has achieved perfection in cutting, and making many a products. Lovely items have been prepared out of different varieties of wood. In Mysore, splendid items are made out of Rose wood and Sandalwood, which is very costlier when compared to other forms, can be seen. Wood carving is a special subject that reflects the artistic nature and Kashmiri walnut wood articles are exquisite designs and are internationally acclaimed. Shaharanpur in Utter Pradesh is famous for International, acclaimed wood carving articles. Now a day they have been using both using both manual and mechanical devices and quality is not compromised. In Rajasthan, many more handsome articles such as Ootas, Tables Lamps and Armchairs carved out of wood available from Forest.

### **Metal Ware**

Nature has opulence of Metals such as Iron, Copper, Bronze, Brass, Silver, Gold, Platinum, lead and other Metals. These are being used for various purposes ranging from depicting orders of the kings on copper plates to the carving of most eximious Gold and Silver Articles. Indians are very fond of gold articles and even a poor man will have at least 2 sovereigns of Gold and in all auspicious occasions people used to purchase Gold

ornament as essential items. Birdi ware is another distinct and exquisite craft of silver in lay on alloy base.

### **Textiles**

This refers to making of cloths by weaving, knitting with component fibers such as cotton, wool, silk, and synthetic fibers like Rayon, Nylon, etc. Apparels give men and women the most distinctive and dignified look for which one craves for. Man knows the shimmering silk since pre-historic days and silk products are very famous in India. Unique blends and beautiful color combinations of saris are very famous in India and they dazzle the eyes. There will not be any single home without these sarees and these saris and dancers specially prefer these sarees. Dancers at the time performing their programmes use to wear these sarees.

Man at the time of performing poojas at temples and on all auspicious used to wear these apparels. In Tamilnadu, it is a custom to wear the sarees in a particular fashion reflecting Dravidian style and costly silk sarees will be used for daily use. Bridal sarees are famous and it is a custom to present the sarees to the bride from both sides. Silk robes will also be presented to the Bridegroom and also traditional style of clothing will be done on auspicious occasions. These silk robes of different varieties are available from different place portraying designs that attracts the tourist and other people.

The Ducca Muslin a famous silk saree that could be wrapped and kept in a Match Box s the rarest of the rarest things and master craftsman can exhibit their exemplary talent. Recently a master weaver from Karim Nagar in Andhra Pradesh repeated this rare feat. He made a Ohakka Muslin Silk Sari put in a match box and exhibited for public glance at the State level weaver conference held in Hyderabad very recently to prove that this master craft is still alive.



The newly woven Muslin Sari measured 4.5 metres in length and one metre in width. The craftsman had woven this rare sari in Pick color along with other five similar sarees in different colors just to prove to the world that some master crafts men are alive to pursue the past pride. The sari that was exhibited and kept in a matchbox measuring 3.5 x 2 inches is without Zari Border and is extremely transparent.

Such is the greatness of our Master crafts men. Jackard is another famous cloths and many millions worth of cloth has been exported to various countries. Tourists visit places where this fine quality of cloth is available. But the most unfortunate thing is that the living conditions of these weavers are very bad and because of lack of sufficient encouragement from the Government and Co-operative Societies. They are active in politics rather than promoting and working for the welfare of the crafts men. If properly encouraged. Textiles will be an added advantage in promotion of Tourism and also to the weaving wing.

People aspire to have most modern equipment and prefer to have a new experiences, new horizons and wish to bring their dreams into reality. Travel and Tourism helps them in converting their cherished goals into splendid success. Tourists want to purchase new articles as their pocket permits as a token visit to that particular place. Whenever the visitor sees that particular article which he has purchased at an affordable price and gets happiness and reminds him of the days of visit.

In India, each State has unique features of promoting Hand made Sarees. This is a small Scale Industry and it is a means of livelihood to thousands of people. Certain Areas are famous for special quality sarees with unique features. These are of various varieties such as Vankatagiri, Godwal, Kottakota, Dharmavaram, Kanchipuram, Benaras, Dharni, Ranjoli, Arni, Mysore, Pochampalli, Chirala, Narayanapet, Chanderi, Orissa, Tangil and Bengal Sarees etc. Kalamkari is another special variety of sarees. Colors are being prepared out of plants available in nature and the designs are sketched with pen\*. They are called as Kalamkari prints. Now the patronage

for this type is very minimal. At present this cloth is being used as Bed sheets, Curtains, Lungis and Tablecloths and Wall paints. Golkonda and Kalamkari reflect Muslim culture also.

At present each state is having Handicrafts Development Corporation that is helping in promotion of both Tourism and is livelihood to Craftsmen. Andhra Pradesh is having "Lepakashi Emporium", Kerala is titled as "Kairali", Karnataka State is maintaining "Cauvery" Madhya Pradesh is maintaining "Mrignayani", Gujarat State Handicrafts is known as "Gujrali". All these corporations are contributing their part in generating employment and also in promoting tourism.

Industrialization & modernization have been the buzzwords in almost every country, in the post world war period. Advancements in transportation and communication have been the major thrust areas for achieving rapid industrialization. As a result many new industries have mushroomed and have been responsible for catapulting many a nations to the status of highly industrialized nations. Tourism is one such industry. Tourism has today achieved the status of an industry and has become more than a cultural pilgrimage. Realizing the various socio-economic benefits of tourism, Governments in all countries are competing with each other in selling "tourism & travel" concept its History, culture, sunshine, snow and sands to people all over the world. People with increased disposable incomes are showing interest in holidays, and are warming up to the idea of traveling and sightseeing. Tourists are swarming places of interest by the hordes. Globally, tourism is one of the fastest growing industries, accounting for about 7% in total capital investment in the world. The Asia-Pacific region has been identified as the number one emerging region in this industry with an estimated growth of 7.8% annually. By the year 2005 the annual earnings are likely to touch \$ 2000 billion in this region, whereas the global annual earnings of this industry are estimated to be \$ 7200 billion. Within the Asia- Pacific region, the Indian sub-continent is well poised to take advantage of the boom in the tourism sector.

India is a vast country with a history that goes back 5000 years. Its vast geographical diversity, rich culture & heritage, fair & festivals, snow capped mountains, a vast coastline, monumental attractions that span the entire country and the gaps in the infrastructure, offer tremendous potential for tourism.

India, a low cost destination, continues to exert its mesmerizing pull not only on the world tourist, but the travel bug has also bitten the Indian tourist. India's share in world tourism is expected to touch 1-2% by the year 2005. As per the Hospitality and Tourism industry projections the rise in foreign tourists to India is expected to touch a new heights. Tourism is also one of the biggest employment generating industries in India, with a capacity to absorb an additional investment to the tune of \$ 10 billion. The hotel and tourism related industry has been declared as a high priority industry for development by the government and assumes importance for its immense potential to earn foreign exchange and is also least import intensive. Twenty states and union territories have accorded tourism the status of an industry while hoteliering has been granted the latter status in eleven states. The states of Rajasthan, Goa, Jammu & Kashmir, West Bengal and Maharashtra have always been a major attraction for the foreign & domestic tourists. Each state has come up with various plans & strategies to lure the growing influx of tourists and at the same time have evolved a package of incentives to attract investment in this sector, be it foreign or private.

Tourism places the highest value on culture and natural heritage while providing visitors with value for their money and time. This strategy seeks to protect that heritage and culture which is the foundation of the travel industry in this country. Tourism brings people of one culture into interaction with another. The tourist travels abroad or at home in search of pleasure, leisure, adventure, recreation at historical sites, wildlife parks, beaches, towns and villages.

**Infrastructure perspective -** India offers a rare amalgamation of Rich Cultural Experience, Comprising of Ancient Monuments, Art, Architecture, Dance And Music; Unique Cuisine; Interesting And Varied Shopping experience of Crafts, Jewellery, Garments, Silk, Leather Goods Etc; Opportunities For Outdoor And Adventure Sports, Safari, Bird Watching Etc. The uniqueness of India lies in the vast diversity in culture, cuisine, landscape, weather, crafts etc from one end of the country to another hence making it a tourist's paradise.

In some respects, India might be considered a forerunner in the development of religious tourism. More than 94% of its domestic tourists are religious travelers, and the tradition of pilgrimages is clearly the mainstay of the country's domestic tourism. In general, tour operators for the domestic market alone are in the private sector and there are about 120 reputable, established companies in the country, with many others of more questionable standards. In 1997, the Indian operation of Resorts Condominiums International (RCI) reported a healthy growth, with over one-lakh members in India and 59 affiliated resorts in just four and a half years of its operation (Indian Express, March 30, 1997).

The railways provide easy and cheap travel for the masses, who have a considerable range of accommodation from which to choose. Several options are available for domestic tourists. Janata hotels provide budget accommodation for middle income groups, and Yatri Niwas (literally, 'travellers stay-home') is the mid-priced hotel category budget accommodation offered by the Indian Tourism Development Corporation (ITDC). By contrast, Dharamshalas, established by religious groups for pilgrims, are generally located at religious centres and are utilised not only by pilgrims, but also by scholars, merchants, and adventure tourists. They are a valuable feature of Indian culture. Yatrikas are more secular inns, but may also be located in and around religious centres. Other accommodation is found in bungalows and residence of friends and relatives. Increases in income are being reflected in different forms of tourism. As prosperity filters

down the social scale, business tourism, adventure tourism, visits to friends, and other forms of domestic leisure tourism are increasing.

In recent years, therapeutic/health tourism and ecotourism have gained in importance. The state of Kerala has taken a lead in establishing centres where traditional medicine is used to treat patients with curable and incurable diseases. These South Indian states also attract the major share of eco-tourists to its natural and cultural attractions. Elsewhere, the princely state of Rajasthan has created an ecotourism niche by offering camel safaris (Shackley, 1998). Indeed, the Himalayan states co-operated in promoting ecotourism as early as the 1980s. As a result of their experience of this kind of tourism, they developed a voluntary consultative mechanism, later known as the Himalayan Tourism Advisory Board, (HIMTAB), which later graduated into a policy-making organization (Ravendran, 1998: 139). The government has contributed to developing domestic (or 'social') tourism by providing an optional allowance for travel during leave, which it has offered its employees and their families. Such benefits are usually taken up during summer vacations (which last almost two months) and Dusshera holidays (which last for a week), when schools close and children can accompany their parents. During these periods, it is common for railways to announce 'Summer Specials' and 'Puja Specials' to meet passenger demand for popular destinations, and at these peak seasons travel and accommodation have to be booked well in advance.

Leisure tourism for purposes other than pilgrimage would seem to be a relatively recent development. However, there has been a distinct spurt in timeshare investments over the last few years (Business Inc. 1997). Although the scarcity of available statistical data seems to suggest that domestic tourism is negligible, it would be naive to conclude that Indian lifestyles are devoid of secular travel. The Indian masses may not be able to afford extravagant holiday spending, but visits to friends and relatives are common, and there is an urgent need for research on the travel habits of the Indian middle class.

There are few statistics on the movements of tourists within India. However, as New Delhi is the major entry port, a large proportion, (65%) visit the 'golden triangle,' i.e. Delhi, Agra and Jaipur. The Himalayan states of Uttar Pradesh, Himachal Pradesh and Jammu and Kashmir are equally popular, But at the time of writing the escalation in terrorism in Jammu and Kashmir has diverted many tourists, though in lesser numbers, to the southern states of Tamil Nadu, Kerala, Karnataka and Andhra Pradesh. Despite all odds, the government did make an effort to woo tourists for the country by organizing a mega-event, Tourism Millennium Expo 2000, that commissioned a good number of state tourism departments to host events in their states over a period of a year. The outcome of this is, however, yet to be known.

### **Efforts by the Govt. of India in HRD**

Manpower development has been a major concern for the Dept. of Tourism. Comprehensive efforts are underway to harness manpower resources adequately to meet the needs of the fast expanding tourism industry.

Training programs in the field of Hotel Management, Catering & Nutrition were first taken up by the Government in the year 1962 when the program for training of personnel of supervisory/middle management level and craft level were initiated by the Dept. of Food in the Ministry of Agriculture. To begin with, four institutes of Hotel Management, Catering Technology and Applied Nutrition were set up at New Delhi, Mumbai, Chennai and Calcutta between 1962 & 1964. Twelve Food Craft Institutes were also set up at different places in the country. The orientation of the training programs, which were in vogue till 1982, underwent a sea change with the transfer of this program to the Ministry of Tourism in 1982. It was decided to orient the training towards meeting the requirements of the Accommodation & Catering Industry to produce a professional work force.



In order to harness the resources & provide a central thrust, the Ministry of Tourism established the National Council for Hotel Management & Catering Technology in 1984.

All the Hotel Management Institutes and Food Craft Institutes are registered under the Societies Registration Act, 1980 and have a separate Board of Governors consisting of representatives of the Central Government, State Government concerned as well as representatives of the Industry.

South Asia India Tourism Human Resource Development Program (SAITHRDP) was launched with the help of European Commission by focusing on the development, testing & regional agreement of entry level occupational skill standards for core specializations, the preparation and wide dissemination of the corresponding training, guides from both the public & private sectors, all of which are designed to strengthen the means of establishing national certification systems within a regionally accredited framework. In addition, large numbers of on-the-job trainees have been trained and are expected to multiply long-term effects of training. Underpinning these regional cooperative HRD activities is an institutional framework consisting of national and regional HRD committees, which SAITHRDP has helped to establish. Training-trainees is a continuous activity, which is helping in improving the professional skills of the frontline management personnel.

Policy and planning framework-The role of tourism was first perceived in India in year 1945 when a committee under the chairmanship of Sir John Sargeant, Secretary, Department of education, was appointed to advise the government on the development of tourism. The main objective of the committee was survey the potential for development of tourism in India. It was required to examine the scope for the development of both foreign and internal tourist traffic; suggest ways and means for motivating such traffic to the various attractions within the country; propose facilities such as transport and accommodation to be provided at those places by different authorities like the Indian States, Central Government and local

Governments and supply of informative and promotional literature. Committee to the government in May 1947 submitted the report.

The Sargeant Committee expressed the unanimous view that it would be in the interest of India to encourage and develop both external and internal tourism. It recommended the setting up of a separate organization, which could be entrusted with the various functions such as external and internal publicity; production of tourist literature; liaison with government departments, travel agencies and hotels; provision of travel guides and co-ordination with the different agencies involved in tourism development. It also suggested the opening of publicity bureau in London, London and other capitals of the world. As a result, small tourist traffic branch started functioning under the ministry of Shipping and transport in 1949. Later, four tourist offices were set up in Delhi, Calcutta, Bombay and Madras.

After the independence, a chain of field offices was opened in India and abroad to help tourists plan and organize their tours to subcontinent. It was, however, in the year 1957 that a separate Department Of Tourism was established as a result of the recommendations of the Estimates Committee of the Parliament with the twin objective of the development of facilities at certain selected places visited largely by foreign tourists; and the provision of facilities primary for home tourists at a number of places of local or regional importance.

The first Tourism Development Council was formed in 1958 as an apex body to associate the State Governments, national carriers, and hotels and travel industry with the development of tourism in India. The development of tourism sector was explicitly placed under the transport sector from the Second Five Year Plan onwards. The subject "Tourism" was included under the Department Of Aviation in September 1966. The same year the Department of Aviation was given the extended name of the Department of Aviation and Tourism. By March 1967 the functions and responsibilities of the Department became so important that the Union Government decided to elevate the Department of Aviation and Tourism into



the ministry of Tourism and Civil Aviation. After the fairly rapid increase until 1959, tourist traffic to India began slowing down in 1960 and 1961. In 1962 there was a decline of 3.9 percent, the actual number being 1,39,804 in 1961 and 1,34,360 in 1962. Because of decline in the rate of growth of tourist traffic to India, the Government appointed ad hoc committee in March 1963 to "inquire into the causes of the decline and to suggest ways and means of expanding tourist traffic". The committee was set up under the Chairmanship of the Late L.K.Jha, the then Secretary, Department of Economic affairs, with the late S.N.Chib, Director general of Tourism, as Member- Secretary, and four other members. It had informal discussions with a large number of leaders in the fields of hotel, travel agency business, civil aviation and railways in addition to the heads of foreign carriers and commercial representatives of some Embassies in New Delhi regarding their views on promotion of tourism in India. The committee also received memoranda from eminent personages connected with travel and tourism. Its report submitted in August 1963. The report covered a wide range of subjects. While elucidating the value of tourism for India and its potential, it specially dealt with several matters concerned with attracting tourists and making them feels welcome to the country.

A round table Conference was convened by the late Prime Minister, Mrs. Indira Gandhi, on October 28, 1966 to discuss matters relating to the development of tourism. The conference underlined the importance of tourism for the country and started the process of implication and execution of Jha Committee recommendations. The entry formalities for visitors were immediately liberalized and leading permits for the duration of one week began to be issued to tourists arriving in India without visa. Advisory committees were set up by the Civil Aviation Department to suggest improvements for the four international airports.

## **Tourism and five year plans**

Although tourism activity had started in a modest way in the early fifties, the first five year plan (1951-56) did not include any allocation for the development of tourism. The Tourism Division, formed in 1949, functioned under the Ministry of Transport and its outlay included some provision for tourism activities. These mainly related to the opening of tourist offices with in the country and overseas, and the production of tourist publicity material.

Although tourism activity had started in a modest way in the early fifties the Planning Commission did not take notice of it till the Second Five year Plan in 1957-60. A modest provision of Rs. 336.38 lakhs was made in the Plan for development of tourist infrastructure for a year within Central and State sectors. In the fifties, there was little awareness in the country of the economic or social importance of tourism. Development began with the provision of basic infrastructure especially at important places of tourist interest where there were little or no facilities. The plan was divided into three parts. Part I schemes dealt with the development of accommodation at places of international tourist interest, where foreign tourists could be attracted. The expenditure on such projects was incurred entirely by the Central Government. Part II schemes included development of tourist facilities at places of interest to domestic tourists, which could also interest overseas visitors. On such projects, the Central Government met half of the expenditure and the states met the balance. Part III schemes included project, which were primarily of local interest and were financed, by the state Government. A number of tourist bungalows called "the Traveler Lodges" were constructed all over the country under the Part I scheme, and managed by the India Tourism Development Corporation (ITDC).

## **Second and Third Plans (1956-66)**

The development of tourist facilities was taken up in a planned manner from 1956 which was beginning of the Second Year Plan (1956-61). An outlay of Rs. 336.38 lakhs was included under the transport sector in the plan for the development of tourist infrastructure both within the central and State sectors. They had to commence with the provision of basic requirements at important places of tourist interest where there were little or no facilities. The main objective was to provide accommodation and transport facilities at such centers.

The tourism plan was divided into three parts. Part I included schemes at centers which were important from the point of view of attracting international tourists. The expenditure on such projects was incurred entirely by the Central Government. These were centrally executed and also managed and maintained by the Central Department of Tourism. Part II schemes included development of tourist facilities at centers considered important from the point of view

In the Third Five Year Plan (1962-67) the network of tourist facilities was enlarged to include areas where facilities were negligible. Bodhi Gaya, Khajuraho, Bhudneshwar, Konark, Mahabalipuram, Sanchi, Tiruchinappalli, Kanchipuram, Madurai and several other places were provided basic facilities acceptable to foreign tourists. The Fourth Five year Plan (1967-74) had a chequered story. Since there were not enough funds for a continuous plan, separate annual plans were prepared and executed. Under the new arrangement, the Central Department of Tourism completely took over the planning and development of facilities suitable for overseas tourists while the State Governments were assisted to develop facilities for domestic tourism while the State Governments were free to shape their plans the way they liked. No matching subsidies of fifty percent were given by the Center. It was a good decision as the states started developing their domestic plans independent of Central help, though Central guidance through the

Department of Tourism and the Planning Commission was provided. In the annual plans, in addition to development of infrastructure, tourism promotion overseas, and especially the production of tourist literature for overseas markets, became part of the plan. This made it possible for the Central Department of Tourism to expand its tourist promotion overseas by making available adequate quantity of better quality and variety of literature in a number of foreign languages.

The highlight of the Fourth and Five year Plans were the beginning of two major projects in the Central sector to attract destination tourist traffic, i.e. those who come primarily to stay in India and not transit through India. According to a survey carried out by the Indian Institute of Public Opinion for the Department of Tourism the share of declinational traffic to India in 1961-62 was only 43.2 percent. It raised to 52.2 per cent in 1964-65 and 73.6 per cent in 1972-73 such traffic at present is estimated to be over seventy five per cent. Another change noticed in the pattern of traffic was the predominance of the younger age group among international tourists visiting India. The largest numbers of tourists visiting India were in the age group of 31-50 years, followed closely by the 17-30 years age group. Occupation wise the largest group consisted of educationists, and students, followed by businessmen and those who professed no business, presumably retired or dependant housewives.

The main reason for a change in pattern of traffic to India was the introduction of reduced fares on international air sectors. The approach to planning and development of tourism had, to undergo a change. India was getting more declinational tourists who could be persuaded to stay longer. A whole new field of recreational activities had to be developed in the country. It was decided in the mid-sixties to meet the requirement of this new class of tourism. A program drawn in the Fourth Plan and continuing in the Fifth Plan started with impressive allocations, but every year, it had to be pruned due to the constraint on resources. However in spite of all these difficulties, sixteen youth hostels of international standard were constructed and

furnished in different parts of India to serve as catalytic models to the states to construct similar hostels elsewhere. Several forest lodges, tourist bungalows and major resorts the Kovalam beach resort and the Gulmarg winter sports resort were the result of the Fourth and fifth Plans, for declinational tourist traffic. The fifth Five year Plan expanded the role of the Central and the State Governments. The Center would undertake projects, which related to the promotions of international tourism and the states were advised to confine their projects to serve the needs of domestic tourists or budget tourist from overseas. The objectives laid down for the Central Department of Tourism were the provision of accommodation to develop new resorts, and to plan tours to spread and traffic to different regions of the country.

The Sixth Five Year Plan envisaged a very high target of tourists 1.7 million by 1985 and 3.5 million by 1990- based on fifteen per cent annual growth in visitors to India. For the first time, the Planning Commission recognized the importance of tourism in the following words:

"Tpiros, both domestic and international, has rapidly won considerable recognition as an activity generating a number of social and economic benefits like promotion of national integration and international understanding creation of employment opportunities, removal of regional imbalances, augmentation of foreign exchange earnings, thus redressing the balance of payments situation, etc. It is significant that many of these beneficial aspects of domestic and international tourism have special relevance to the socio-economic scene in India as emerging in the Sixth plan period. Tourism also tends to give support to local handicrafts and cultural activities, both in urban and rural areas. Expenditure by tourists has a multiplier effect, also generates considerable tax revenue for Government both in the Central and State sectors. It is also relevant that the various multifaceted socio-economic benefits of tourism are achieved with a relatively low level of investment." Having put forward the case for tourism convincingly the Plan provided a meager outlay of Rs. 187.46 crores for the

period 1980-85 under the Central and States sectors. This worked out to 0.18 per cent of the total plan one of the lowest allocations in the plan. Two interesting concept were introduced in the Sixth Plan-the concepts of travel circuits and tourist villages. Sixty-one travel circuits were identified with 441 centers to be developed in the current decade. Tourist village have yet to be identified and developed.

The travel circuits approach aims at spreading tourism geographically and to enable every state in India to offer something to the visitors. Tough a desirable objective, the concept led to spreading India's resource was so thin that there has hardly been any visible development at one place during the eighties. The diversification of tourist centers all over India has to be matched with customer's demands. The consumer especially the foreign visitors, are not likely to change their preferences simply because it may be a political necessity in India. As for tourist villages the concept is laudable as it brings the visitors close to the Indian realities.

The concept of Janata Hotels developed by the Janata Government during the brief period (1977-79) was given up later in the new plan. There was, however, provision to expand in the sphere of supplementary accommodation like youth hostels, tourist bungalows, tourist lodges, etc.

### **THE SEVENTH PLAN 1985-1990**

In the Seventh Five Year Plan, tourism received significant notice Tourism related activities were given the status of an industry which implied that such business activities would in future be entitled to the same incentives and concessions as applicable to an export industry. The concept of a large number of circuits gave place to the emphasis on outdoor holiday tourism by developing and strengthening infrastructure at beach and mountain resorts, along with the normal activities of cultural tourism. Thus, for the Seventh Plan period the aim was to achieve an annual growth rate of



7 per cent in the tourism arrivals. The main objectives for the tourism sector visualized in the Seventh Plan were:

- Faster development of tourism by according the status of an industry.
- Redefining the role of the public and private sectors investments in tourism so that private sector investment is encouraged in developing tourism while public sector focuses on support infrastructure.
- Exploiting tourism potential to support local handicrafts and other creative arts, and to promote national integration.
- Development of popular tourist circuit centers and diversification of tourism from the sightseeing tours to places of cultural interest towards a more rapidly growing holiday tourism.
- Development of non-traditional areas in tourism destination and thereby utilizing tourism like trekking, winter sports, wild life tourism, beach resort tourism etc., so as to attract foreigners to stay longer periods in the country.
- Exploitation of India's unique place as a cultural tourism destination and thereby utilizing tourism to support conservation heritage.
- Exploitation of new tourist generating market in the Middle East, and South East Asian countries together with the launching of a "National Image Building and Marketing Plan" to increase the growth of tourism.

Other areas include improvement in the efficiency of the public sector tourist corporation, provisions of better and cheaper accommodation to tourists, and reduction in the cumbersome procedural formalities.

The VII Plan provided Rs. 326.16 crores for tourism for tourism development as against Rs. 138.68 crores during the Sixth Plan. The major

aim of the Tourism sector during Seventh Plan was for consolidation rather than expansion.

## **Incentives**

During the Seventh Plan the Government offered fiscal and financial incentives to the private sector for hotel and restaurant development and for opening variety of agencies to improve quality and training; a host of incentives and concessions were announced giving the status of an export earning industry to tourism related industries. The package of incentives and concessions offered by the government include a tax rebate up to 25 per cent of profits for a period of eight years with respect to approved hotels, which commenced operations between 31st March 1981 and 1st April 1990. With respect to foreign exchange profits, 50 per cent of the income was exempted directly and the balance 50 per cent also exempted if taken for reinvestment in the tourism industry. There were separate provisions with regard to certain new hotels that had been set up in backward areas; the depreciation allowance was made more attractive and the Tourism Financial Corporation offered reduced rates of interest for the tourism sector, foreign exchange incentive quota and concessional customs duties. Hotels were also been exempted from the Monopoly Restrictions Trade Practice (MRTP) Act. New measures were initiated for inviting investment by guidelines was issued for foreign collaborations. A foreign collaborator could now invest equity in foreign managers and technicians were repatriate dividends. The role of foreign managers and technicians were relaxed. There were some more issues relating to incentives which included liberalization of debt-equity ratio, concession of imports for setting up new hotels, particularly those catering to foreign tourists and 100 percent investment on Non Resident Indians (NRIs) in hotels against the existing ceiling of 74 percent etc.



Apart from concessional imports for new hotels, items to be imported for modernization of the existing hotels were permitted on concessional duty basis. There was also an agreement on issues relating to a provision for higher depreciation on furniture and furnishing in tourism related projects.

In 1990 the government announced a new package of incentives to promote tourism which included exemption from expenditure tax for 10 years and 50 percent concession in income tax for all new approved hotels set up before December, 1993 in hilly and rural areas and identified pilgrimage centers. This concession would be available at place where adequate hotel room accommodation of reasonable standard did not exist if the hotels became operational by December 1993.

### **EIGHT FIVE-YEAR PLANS(1991-95)**

There is more to tourism than earning foreign exchange. The industry serve a vehicle of socio-economic change brings in its wake opportunities to make a living. This makes domestic investment a crucial factor for the creation of a sound tourism infrastructure. Hotels and Restaurant account for more than 50% of both earning & investments in the tourism industry and most of it is in the private sector. The Government set up the Tourism Finance Corporation of India (TFC). It provides specialized all India development finance for tourism. According to 1994 figures, India has a inadequate hotel rooms, of which 70% are clustered in 12 major cities. Bombay & Delhi account for 42% of the total rooms. Bombay has less than 5,000 five star rooms when compared to Hong Kong's 40,000 rooms.

The Eighth Five Year Plan seeks to correct some of the wrongs, beginning with accommodation. It envisages, the construction of an additional 55,000 rooms, involving an outlay of Rs. 390 billion. If the country achieves it by the end of the century, its share of the global tourist market would move up from 0.3 at present to at least 1%.

Tourism creates both positive and negative effects in the destination country or region. Thoughtful policy making and planning can do much to minimize or even remove the negative effects. Tourism can be a very positive means of increasing the economic, social cultural and environmental life of a country. The major issue now is for politicians, planners and developers to rise to the challenge and create a truly responsible tourism alike damaging the physical and cultural environment of the destination region.

It is a common knowledge that tourism in India has grown not because of any State intervention but on the contrary, in spite of it. This is the almost unanimous view of all industry leaders in the Travel & Tourism business, the different Chambers of Commerce<sup>7</sup> the media and, most importantly, even the Committees appointed by the government to examine tourism.

As mentioned earlier, tourism has had no patron even in the Construction of India since it is listed neither as a Central nor a State subject. Completing evidence of its low priority in Government thinking is the virtual absence of capital investment in Table 6 and 7 are relevant.

For the first ten years of India's Five Year Plans there is no mention of tourism among the sectors of economic priority or, indeed, any financial allocations for it. Even in subsequent years investment in tourism has averaged. 16% of the total national outlay, in some years dipping to as low as. 11%.

Our examination of the expenditure on tourism such as it is, reveals that, of the minuscule budget, only 21% is devoted to the all important tourist infrastructure. The bulk of the money is spent on overseas/domestic campaign, subsidies, training and services. The WTTC Tourism Satellite Accounting for the year 2001 ranks India 153<sup>rd</sup> out of the 160 countries in terms of Government expenditure, which it estimates as .90% of the total (including expenditure at airports, tourism services, airlines and transport). The low or almost negligible priority accorded to tourism by the policy makers in India will have serious repercussions on the progress of one of

<b>TABLE - VII                  Plan Outlay</b>		
Five Year Plans	Tourism (Rs. in Crore)	Percentage of total Plan outlay
FIRST PLAN (1951-1956)	Not mentioned	-
SECOND PLAN (1956-1961)	Not mentioned	-
THIRD PLAN (1961-1966)	4.001 (approx)	0.11
FOURTH PLAN (1966-1974)	25.00	0.30
FIFTH PLAN (1974-1977)	23.62	0.121
SIXTH PLAN (1980-1985)	72.00	0.15
SEVEN PLAN (1985-1990)	138.68	0.15
EIGHT PLAN (1992-1997)	272.00	0.11

Indias most powerful engines of economic growth. Unless the priority for tourism is redefined in the Nation Plan, accompanied by necessary investments in tourism areas matching those of India's major competitors, tourism development will continue to be severely handicapped.

We have already referred to the non-existent National Tourism Policy promised to the industry gathering by the Union Tourism Minister at Agra in September 2000. We would only like to say that such solemn assurances, given at the highest level in the Administration, need to be honored if the Government is to be believed about its commitment.

Government's past record in implementing tourism related measures hardly inspire confidence. Government has appointed a National Committee on Tourism, which submitted its Report in 1988. The committee comprised all leaders of the industry and had the fullest backing of the Ministry of Tourism. The report of the committee is comprehensive but few, if any, of its recommendations have been implemented. We can do no better than to quote the present Secretary, Ministry of Tourism, Mr. M.P. Bezbaruah<sup>9</sup> in his telling comments on the non-implementation the report :

<b>TABLE - VIII                      Tourism share in total plans</b>		
Annual Plans	Tourism (Rs. in Crore)	Percentage of Total Plan Outlay
1990-1991	83.00	0.21
1991-1992	90.00	0.21
1992-1993	81.00	0.17
1993-1994	87.20	0.14
1994-1995	103.51	0.13
1995-1996	102.70	0.13
1996-1997	130.00	0.17
1997-1998	180.35	0.20

**Source :** Five Year Plan documents – Planning Commission of India.

"A National Committee on Tourism which was constituted soon after, submitted its report in 1988. It is perhaps one of the most comprehensive reports on tourism development in India. Sadly, it is also a Report which has been least acted upon. Many of the observations and recommendations contained in the Report here by now flowered into piece meal policy actions

but over the period no comprehensive and conscious efforts to tackle the issues raised are evident.

The preface to the Report of the National Committee on Tourism quotes Nehru's perception about the role of tourism in international understanding. The Report thus carries forward the underlying thread of 1982 Policy. The Report had a vision for the future and the preface itself clearly outlines the fundamental issue: "the need for a national consensus on the role and level of tourism development in the country". After 10 years of the presentation this Report, as the country prepares to move into the new millennium, such a consensus is yet to emerge as an operations agenda for the government.

The Report covers all the important issues relation to the role of tourism, the need for infrastructure development, strategy of development, etc. The National Committee also made a large number of recommendations, some of which were for immediate operation, and the rest requiring long-term policy decisions. Most of these recommendations require a comprehensive action program. Some of the crucial recommendations in the Report which are still being debated are:

The need for re-arranging the existing organizational structure of Department of Tourism and the need for an apex body called the National Tourism Board.

The setting up of a Standing Committee of Tourism Ministers for an integrated approach to tourism development and also to effectively associate the State governments.

To ensure implementation of the recommendations as a National Policy needs to be evolved, supported by a comprehensive legislation. Tourism plans to be integrated into overall plans of the country and into Area Development Plans.

These recommendations are fundamental to any substantial tourism development strategy for the country. In a country, which has such tremendous potentials for tourism development, the fact that these far-

reaching recommendations are still being discussed and debated is not a happy reflection of national consensus. Ten years after they were put forward to the government, many of the recommendations are yet to be implemented."

Most often, in bureaucratic thinking, tourism is somehow seen as an elitist activity set in the background of five star hotels, recreation and pleasure. The other implications of tourism for foreign exchange earnings, income addition, community growth, infrastructure improvement, environment preservation and employment generation are totally lost. The result is that both Central and State governments see tourism as a milking cow, which can be flogged mercilessly; state after state has levied crippling taxes on accommodation, restaurants, catering, liquor and transport. Tamil Nadu, one of the largest beneficiaries of domestic tourism, changes 40% tax on accommodation, leviable at the published and not the actual rate. Transport taxes in Karnataka and Andhra Pradesh are extraordinarily high, while the excise policy in Rajasthan and elsewhere makes liquor cost 350% above its normal price.

The land policy in almost all states ensures that the construction of the hotel or tourist accommodation is virtually treated as a crime. In some States, as many as 48 clearances are required for the construction and operation of a hotel. Apart from permission is required for environment clearance, water connection, and electricity and waste disposal. This is in addition to the fact that current land policy has made sites for hotels and tourist accommodation among the most expensive in the world.

To protect its coastal areas, India has enacted the Coastal Regulation Zone Act, which instead of protecting the environment has become one of the biggest stumbling blocks to the development of seaside resorts. Horror stories abound of project delays running into many years because of litigation over the Coastal Regulation Zone and its interpretation.



The visa regime followed by the Government is based on the principles of reciprocity rather than tourism promotion. According to informed sources in the Administration, India's security requirements dictate rigid emigration control even at the cost of putting genuine tourists to considerable harassment.

We would like to point out that countries with similar security perception have nevertheless relaxed their visa regimes to permit tourists from major source markets to obtain visas on arrival. India can surely follow suit.

The WTTC would like to categorically assert that there must be a fundamental change in government's attitude towards the development of the accommodation sector. Government must stand forth as a facilitator, not a regulator or a roadblock. The tourism infrastructure has to rapidly grow to keep pace with demand. Unless government recognizes and accelerates this process its role will continue to be negative.

In this context the World Travel & Tourism Council welcomes the focus given to tourism in the Mid-Term Appraisal of Ninth Five Year Plan (1997-2002). The Planning Commission has incorporated many of the suggestions made by the World Travel & Tourism Council and observed that "in India, however, the (tourism) sector has failed to receive due importance on the country's development agenda."

For the first time, a major policy document of the Government of India has devoted a full chapter to tourism, highlighting its importance, detailing past policies, corrective measures necessary and action points for development. We hope the observations in the Mid-Term Appraisal will translate into necessary financial investment and all round awareness of the importance of tourism.

### **Growth and development of Tourism over the year**

India has always a strong tradition of domestic travel and great interest in international tourists. Three millennia ago, our scriptures were

urging kings to construct inns for the comfort and safety of travelers, and Indian potentate and peasant alike always welcomed foreign visitors with courtesy and curiosity.

The use of term 'tourism' has led to a range of complex meanings which has become associated with the movement of people; a sector of economy; identifiable industry; which need to be provided for travelers (Gilbert 1992). Tourism has different meanings to different people. In the view of Jafari (1990), to governments, tourism may mean sources of employment, economic activities, per capita expenditure, multiplier effects; to the industry sectors, it may suggest promotion, arrivals, length of stay, receipts; while to religious groups, it may bring to mind pilgrimage, spiritual search, universal brotherhood, unacceptable forms of tourist practices. To anthropologists, tourism represents a domain of study, which includes contacts between the host and guest, cultural change, commoditisation of heritage and prudence. Finally to tourists themselves, tourism offers escape from the daily routines, indulgence in leisure pursuit, rest, relaxation and education. Thus tourism can be as a human experience, social behavior, geographical phenomena, resource value business industry and by a number of other cultural, social and economic values. Tourism has been treated as a lucrative industry of foreign exchange earnings and employment generation in most developing countries. (Journal of Tourism, vol4, 1999, S.C. Bagri, Status of travel and tourism industry in India: A futurist view of growth)

In recent years tourism has emerged as a major economic activity that is employment oriented and earns foreign exchange. Its share in the world's GDP in 1994-95 was 10%, which is more than the world military budgets put together. In global terms, the investment in tourism industry and travel trade accounts for 7% of the total capital investment. Today 21.2 crore people around the globe are employed in travel trade and tourism. In future, this industry is likely to see unprecedented growth. According to the World



Tourism Council at Brussels, the revenues from travel and tourism in Asia Pacific region will grow at the rate of 7.8% annually over the next decade.

Amongst the economic sectors, the tourism sector is highly labor intensive. A survey by the Government of India notes that the rate of employment generation (direct and indirect) in tourism is 52 persons employed per Rs.10 lakh investment (based on 1992-93 Consumer Price Index). This is much higher than the rates of employment generation in most other economic sectors.

India's tourism industry has also recorded phenomenal growth. The rate of international arrivals in India in recent years has been to the tune of about 19 lakh arrivals per year. The unprecedented growth in tourism in India has made it the third largest foreign exchange earner after gem and jewellery and ready-made garments. This is not surprising since India possesses a whole range of attractive normally sought by tourists and which includes natural attractions like Landscapes, scenic beauty, mountains, wildlife, beaches, major rivers and manmade attractions such as monuments, forts, palaces and havelis. However, in global terms, in spite of such attractions, tourist arrivals in India are a mere 0.30% of the world arrivals. Receipts are similarly low, just a 0.50% of the world receipts. We are still quite far from the target of 50 lakh tourist arrivals per year.

**Table - IX**

INTERNATIONAL/ NATIONAL TOURIST ARRIVALS			
International Tourist arrivals to India have grown by fits and starts during the last decade to reach a figure of 2.6 million by 2000.			
	Tourist arrivals (India)	Tourist arrivals (World) In Million	Percentage share of India
1994	1,886,433	550.3	0.34
1995	2,123,683	565.4	0.38
1996	2,287,860	597.4	0.38
1997	2,374,094	618.2	0.38
1998	2,358,629	626.7	0.38
1999	2,481,928	650.0	0.38
2000	2,641,157	698.3	0.38

Figures are taken from India Tourist Statistics, 1999, issued by Market Research Division, Department of Tourism, Govt. of India.

Tourism is no longer a mere leisure industry. The economic and social benefits of tourism are immense. Tourism consists of several goods and services catering to a wide range of interests. While the primacy of religious and cultural tourism would remain for a long time

Tourism is an activity generating a number of social and economic benefits. It promotes national integration and international understanding, creates employment opportunities and augments foreign exchange earnings. Tourism also gives support to local handicrafts and cultural activities. Expenditure by tourists has a multiplier effect. These benefits are achieved with a relatively low level of investment. Its vast potential should, thus, be fully exploited for the economic development of the country. Tourism is an activity generating a number of social and economic benefits. It promotes national integration and international understanding, creates employment opportunities and augments foreign exchange earnings. Tourism also gives support to local handicrafts and cultural activities. Expenditure by tourists has a multiplier effect. These benefits are achieved with a relatively low level of investment. Its vast potential should, thus, be fully exploited for the economic development of the country. Over the years, tourism has emerged as an important element of foreign exchange earnings comparable to some of the major merchandise exports. In less than a decade and a half, the foreign exchange earnings have gone up from Rs.32 crore in 1971-72 to about Rs.1440 crore in 1986-87. Since import of goods needed for tourism is quite limited, the tourist earnings have a relatively large value-added component. The estimation of foreign exchange earnings is made by the Reserve Bank of India as a part of the balance of payment statistics.

### **A Brief Assessment**

Studies in tourism in the past three decades have adopted various approaches such as the phenomenological and the epistemological. These

have spawned wide-ranging definitions and typologies of tourism and tourists. Studies in tourism management, not surprisingly, have also adopted various methods. But one comes across a peculiar lack of depth in perspective in papers and presentations by administrators and managers in India and abroad, with some exceptions. Such treatments depend on statistical definitions of tourists such as the one offered by the World Tourism Organization. As a result, they suffer from some sort of myopia. A crucial issue emerges from this. What is the discourse one must choose in order to address both scholars and administrators or managers? One way out is to adopt both phenomenological and statistical definitions (Ning, 2000). A second way out is to adopt a common sense or rational approach. There are more advantages in the second approach, because it does not create confusion. This is the approach adopted in this paper.

### **The current situation in India**

India received 248,928 foreign tourists in 1999 (FHRAI, 2000) and its share of international tourist arrivals continues to dwindle around 0.4 per cent. This is despite a number of attempts to market India abroad, a cause of concern to many an administrator.

However, domestic tourism is now thriving as never before. The paucity and unreliability of statistics handed out by state tourism departments (STDs) as well as the Union Ministry of Tourism and Culture (MTC) is another sore point with both managers and academicians. That domestic tourism is thriving can be ascertained by visiting places of tourist interest all over India, where one can see the difference in the size of the crowds today as compared to, say, a decade ago. (The statistics available from STDs and the MTC confirm this trend, but are based on guesstimates rather than some formal method of monitoring. See Table 1.) Examples where this has taken place that spring immediately to mind are the mountain areas and the coastal areas of the country. The current data

indicates that domestic tourism has crossed the 160 million mark (Department of Tourism, 1998).

**Table - X Domestic Travelers in India (1987-97)**

Year	Travelers
1987	34,216,649
1988	38,337,474
1989	50,588,850
1990	63,970,024
1991	66,670,303
1992	81,293,841
1993	86,312,554
1994	123,371,730
1995	139,129,130
1996	141,170,657
1997	160,015,097

**Source:** Department of Tourism, 1998

A second trend has been that planners, administrators and ministers have started taking more interest in tourism development. The meetings of ministers in 1990, the preparation of the National Action Plan for Tourism in 1992, the setting, demonstrated this up of a body to fund tourism enterprises in the same decade, and various Visit India and Discover India years. Now that tourism has captured the attention of planners and policy makers in a more consistent way, it is imperative that they take care of the implications of tourism development. There are no rules or set of procedures for pan-Indian tourism development. It is not necessary, for instance, that the same criteria apply to tourism development in different mountain regions of India, which supports diverse habitats and biodiversity as well as

different cultures and social milieus. Tourism development in the Nilgiris, for instance, cannot be compared with tourism development in the Central Himalayas. It is a simple truth, but necessary to point out: what is good for one destination may not be good for another. Not only destinations at different stages of touristic development, but they are also visited by different sorts of tourists, have different kinds of infrastructure in place, and differ in the extent to which they can accommodate a particular form of tourism.

This means that the mix of physical (site), environmental, social-cultural, psychological and economic carrying capacities that are together calculable as a measure of tourism carrying capacity of a particular resort or destination area will differ. Each area is truly unique. In turn, this means that some standards or ranges — as used, for instance, by the World Tourism Organization (Inskeep, 1991: 150) — have to be kept in mind as guides to assessing the carrying capacities of destinations; to which must be added some parameters, which are relevant for the Indian situation.

Proper development of tourism in India means that such studies should be taken up on an urgent basis. The situation till date is not encouraging. In May 1999, the United Nations Development Program (UNDP) was willing to sponsor a study of the tourism carrying capacity of the Andaman and Nicobar Islands and asked for bids from various research institutions. This author was part of a team from the Tata Energy Research Institute, New Delhi that made a presentation before the secretaries from the Ministries of Tourism and Culture, and Environment and Forests as well as a representative of the UNDP, for the project. Given the fact that the Andaman and Nicobar Islands have been little studied from the perspective of the environmental and social-cultural impacts of tourism, and are considered to possess a fragile ecosystems, it would have been logical that this would have been a major study. However, the UNDP wanted the project to be completed and the report submitted within four months. Such a hurried study was, of course, not feasible.

In a country like India, where tourism has been less studied and where political and bureaucratic decisions are often *ad hoc* and arbitrary, this is not a good augury. (Not surprisingly, the WTO study of tourism carrying capacity of Goa came in for considerable criticism from the Goans themselves, and from NGOs and other observers.) Considerable time, effort and money have to be devoted to such studies without which tourism development in India, though apparently planned, will remain haphazard. This is liable to be reflected in the number of foreign tourist arrivals in India. So, marketing alone will not solve the problems that confront tourism in India.

At the same time, it is also important to remember that travel is increasingly becoming a part of popular culture. When this happens, some issues that were non-issues a few years ago become exceedingly significant. One of these is the trade-off between public interest and the environment. Let me cite a case from the US, a country where – as in India – travel is institutionalised and a crucial element of societal structure. In 1967, a little-known valley in the Sierra Nevada Mountains, adjacent to Sequoia National Park in California, became the centre of a classic conservation controversy that demonstrates the pressures for recreation space of a growing population. First mined for silver, Mineral King Valley was designated the Sequoia National Game Refuge in 1926. Occupying almost 15,000 acres, Mineral King was approachable by horseback and on foot in the summer and by skis and snowshoes in the winter. In 1949, the United States Forest Service (USFS), which is entrusted with the task of maintenance and administration of national forests, began to give consideration to Mineral King as a potential site for recreational development. It invited bids from private concerns to develop Mineral King as a winter sports resort. There was considerable interest, but no bids were made. In 1965, the USFS again invited bids, this time for construction and operation of a ski resort as well as a summer recreational area. The decision to develop Mineral King was made unilaterally by the USFS with no public



hearings or other opportunity for public comment. Disney came up with a bid that was approved. But it was not smooth sailing. People on the route to Mineral Valley opposed the project, saying that it would bring in a tourist culture that they did not want. The Sierra Club, a group of well-known US environmentalists, also strongly opposed the project on the basis of its environmental implications. Despite opposition to the development of roads and facilities for tourists and receptionists by locals and the Sierra Club, by mid-1967 California's Governor, the lieutenant governor, California's two senators, several public representatives, many state legislators, the Los Angeles Mayor, and, a little later, the US President himself stood solidly behind the plan to develop Mineral King Valley and make it accessible to tourists. The case was taken to court by the Sierra Club, but the court gave a decision in favor of development (Litschert and Nicholson, 1977: 31-43).

There is no parallel to this case in India. However, the issue that is basic here finds echoes in the Indian situation as well. To begin with, there are few instances of public interest litigation relating to environmental concerns in India. This means that there are few or no precedents for protecting the environment from various interests, including the business of tourism. Therefore, extreme caution has to be taken in developing tourism since; to begin with, it can have a major impact on the physical and biological environment. Secondly, it is not always in the interest of the local people that roads be constructed in extremely fragile environments such as in the mountains. Erosion of mountainsides that have been loosened by road construction activities can lead to loss of precious agricultural land. Thirdly, tourism is responsible for introduction of western culture and 'the demonstration effect' that can lead to inefficient allocation of resources (and creation of needs that were non-existent) in traditional economies (cf. Bleasdale and Tapsell, 1999).

Fourth, there is a need to put in place measures to restore the environment in areas that are visited by tourists. Whereas in Nepal, the topmost mountain peaks are periodically closed to expeditions so that small

parties of salvagers can clean up the environment and allow it to recuperate, such steps have not been taken in India. However, Nanda Dev. National Park in Uttaranchal was closed to trekkers and mountaineers in the 1980s on the basis of evidence of deterioration of the fragile mountain environment. The government took the decision unilaterally. Since then, to my knowledge, the park has not been reopened to people from outside the region. Such extreme steps can be avoided.

On the other hand, the Valley of Flowers National Park in the same region has been kept open to visitors and plans are afoot to pave the way to it, the path being shared by pilgrims to Hemkund and tourists to the Park. What impact this may have on the environment has apparently not been considered. One of the likely fallouts is that visitation to both the Valley and the shrine in Hemkund will increase many-fold. The government has fixed an upper limit of 60 visitors per day for the Park. But knowing our administration, it is unlikely that increased visitation will be curbed on the ground. But it is not merely increased visitation that may lead to the deterioration of the Valley's environment. Visitor numbers are not the sole criterion in assessment of the level of tolerance of the environment. What matters equally, if not more, is the *type* of visitors. A few careless visitors can do far more harm than a good number of sensitized travelers (Gössling, 2000).

The examples given here point up the paradox of tourism development in India. On the one hand if ministers wish to rush through and sanction projects, they will have to weigh the opportunity costs of each project, as well as its social costs, otherwise they will be considered shallow and opportunistic. Such assessments have to be based on valid methods like environmental accounting, which has been employed by environmental economists, and social cost-benefit analysis. On the other hand, if ministries unduly delay projects on the basis of the environmental costs, they are likely to be labeled as obstructionist. The only way out is to employ a rational approach in planning for tourism.



### **Adopting some concepts**

A rational approach will have to be based on three important and related concepts: assessment of visitor profile and activity using the technique of market segmentation, assessment of the capacity of the social and physical environment to withstand stress due to touristic use (carrying capacity), and assessment of the stage of touristic development of a destination (its life-cycle). While many authors have shown that the second and the last concepts are related, to most appearances the first two concepts do not have a link. I have pointed out elsewhere (Singh, forthcoming) that the concepts of carrying capacity and targeted marketing based on market segmentation have to be linked to better understand what we mean by carrying capacity for tourism and to successfully implement tourism development strategies based on these concepts. I will confine myself here to a few comments.

First, one must consider the objections to and the limitations of the concept of tourism carrying capacity. To begin with, the concept has been considered theoretical and not practical. Second, it is said to be subjective since observed carrying capacity is often exceeded without any apparent deleterious effects on the environment. Thus, carrying capacity for tourism is considered to be a perceptual rather than a practical problem that can be overcome by the right managerial approach (Getz, 1983; Saveriades, 2000). Third, the problem of inter-related carrying capacities – physical, biological, social-cultural, economic, infrastructural and site capacities – appears to have remained intractable. One or the other component carrying capacities has to be given greater weightage than the rest. Fourth, some of the component capacities – such as social-cultural carrying capacity – cannot be measured in quantitative terms and are difficult to assess. Lastly, from the practical viewpoint, there are few guidelines on what should be done if tourism carrying capacity is exceeded.

All these objections can be handled and the conceptual problems sorted out through cross-disciplinary research. My own assessment is that the concept is worthwhile, provided comprehensive treatments of the concept and its application are consulted (see Wolters, 1991; Romeril, 1990). Using the correct definition is therefore important and not just a theoretical or academic exercise. It is also necessary that time be devoted to studying and developing the concept. One cannot expect a theory to develop on its own. The same applies to the applications of the concept. It is necessary that researchers and practitioners should be very clear in their minds about the limitations of concepts as well as ways out of the problems before them by recourse to the objectives of the study. In the case of carrying capacity; if the objective is to promote tourism and develop the economy, then the social and cultural costs paid by the host community will obviously be downplayed. On the other hand, if the objective is to conserve the physical and biological environment and maintain harmonious social relations, then concern about the negative impacts of tourism is likely to color assessments of carrying capacity.

As far as 'subjectivity' is concerned, this is a world of relativity. Most social sciences are subjective in their approach. Even a seemingly objective approach such as the one adopted by economics fails to explain economic behavior when we consider societies that do not have a notion of money (such societies still exist). And management, despite many attempts to develop principles that are apparently objective, still remains equally an art and a science. So subjectivity alone should not be a criterion on the basis of which we dismiss the concept of tourism carrying capacity.

The second important concept that marketing agencies and the Ministry have to adopt is that of targeted marketing on the basis of market segmentation. This can be combined usefully with the carrying capacity concept to understand and control the impact of different types of tourists at different destinations. Destinations by their nature limit the type of activity that can be engaged in by tourists. But as they mature destinations

begin competing with each other for tourists, and facilities, amenities and attractions are sought and developed which did not exist or were not thought to exist before. Thus more and more space is taken over for recreation and the amount of space required by residents to live in decreases over time. This not only creates resentment among residents, especially those who do not benefit from tourism, but also leads to waste of space (for example, second homes and condominiums) when a resort enters the stage of decline. Thus, the more accurately one can measure the types and extent of activity required for a destination to compete successfully with other, similar resorts and destinations, the more likely it is that a destination will be able to avoid over-capacity and redundancy, on the one hand, and decline of interest on the part of tourists, on the other. Thus, the technique of market segmentation and marketing targeted at particular segments have to be combined with assessment of tourism carrying capacity to avoid under-selling or over-selling the destination. Both these concepts are important for India to attract the right number of tourists to make tourism sustainable in the long run. It is good in a way that India has not started attracting too many foreign tourists because this means that it is in a position to modify strategy and regulate tourism much more than those destinations that are under the spell of tourist money.

A third and related concept is the destination life cycle. This has been used in conjunction with tourism carrying capacity to assess the stage of touristic development of a resort or tourist area in strategies that are aimed at avoiding decline in tourist numbers to particular destinations (see, for example, Juelg, 1993, for a discussion of marketing of an Alpine destination). The life-cycle concept is simple: it states that destinations go through various stages of development that end in decline, stagnation or rejuvenation of the area as far as tourists and tourism are concerned. Carrying capacity changes with the stage of touristic development of an area, the most crucial phase being the growth stage, when true capacity can be assessed. If these three concepts are used together, a clearer picture of

tourism emerges that can be used to effect for rational tourism development in India. Thus, the Special Tourism Areas identified in the National Action Plan for Tourism need to be assessed in this way to both promote and sustain tourism.

The Union Government has recently announced its tourism policy and states have been quick to follow in declaring their own policies. One of the recent trends has been to promote what is being called 'ecotourism'. This form of tourism is actually in a stage of infancy in India, and it appears that the states are using the term as a synonym for nature-based tourism. Ecotourism, which in the international tourism market stands for a low-impact, high-value form of tourism that consists of appreciation of nature and culture in consonance with conservational values, is as yet a dream for a destination like India. It has been observed that ecotourism is a term that has been frequently used by tour-operators to attract high-paying, value-conscious tourists to near-pristine environments that have then been abused by tourism business organisations (Weiler, 1993). It has also been noted that little known destinations have in the short term benefited from this form of tourism, so it is an option that can be explored by India.

However, even before this can happen, Indian tour operators, tourism research organizations, and the government have to ensure that the kind of foreign tourists that India is attracting and the kind of tourists that are exerting the greatest influence in the domestic tourism market are acquainted with the values and ethics of travel. Travel in ancient times in India was regulated by codes of conduct, especially so religious travel. But it is equally necessary that secular travel in India be regulated by such codes if it is to become sustainable in the long run. Among other things, this means that political will has to be exercised not only for the bland promotion of tourism, but in the promotion of the *right* kind of tourism. Plain marketing will not produce the desired effects. Marketing has to be targeted at the right kind of tourist, as India has by now realized after the general failure of

marketing efforts in previous years. If the three concepts discussed here are used with care, Indian tourism can go a long way yet.

### **Partnership – the survival kit**

One of the major achievements of the government in the field of tourism has been the involvement of the private sector in the thinking and planning process in the Ministry of Tourism. This has resulted in a close collaboration between the two.... resulting in mutual understanding and pragmatic planning (Bala, 1990: 60).

In India, private sector involvement in tourism began only in the 1970s. Since then, it has taken an increasingly active role, especially in the development of hotels and other accommodation. It has also become involved in travel agencies and tour operations, airlines, vehicle rentals, consultancies and even human resource development. Public-private partnerships are also found in the development of tourist complexes, golf courses, theatres, other forms of entertainment, and shopping plazas, and there has been prominent private-sector involvement in railways, most notably trains in the 'heritage' category, for example, the Royal Orient, Palace on Wheels, Ferry Queen, and small trains operating in the hills.

As the private sector has become more involved, tourism industry lobbies have reportedly become increasingly vocal and assertive (Misra, 1998: 8). Realizing that privatization of tourism is a key for the future, national and state governments are exploring a number of new partnership ideas. The ITDC, a major public sector tourism corporation, offers expertise to smaller private-sector hoteliers in setting up and/or managing properties, through its recently developed consultancy wing. Some of the most commendable outcomes of this inter-sectoral exchange occur in the realm of heritage, ecological and cultural preservation, and in quality control. A notable example is the concept of Heritage hotels, whereby owners of havelis and mahals (forts and mansions) that are partially or wholly abandoned have the option of converting them into hotels for tourists. Although in



public use, the properties remain the possession of their owners, who may or may not hire professional managers to assist in their operation. For its part, the government provides subsidies, promotional and licensing benefits to such units. Operations of this kind have gathered momentum in the states of Rajasthan, Madhya Pradesh, and Gujarat that currently account for a total of 47 properties. Tourist visits to other private homes are being encouraged on similar patterns. However, in the case of home stays, most owners prefer an entirely private enterprise, while a few others have good reasons to strongly oppose such policies, on the grounds that host-guest interaction may contravene norms of class and caste (Babu 1998: 6).

Internationally, partnership in development projects gaining ground, especially after the success story of the Andaman and Nicobar Islands. These have gained popularity as eco-destinations and are continuously under the watchful eye of the WTO and the UNEP. The states of Rajasthan and Kerala have recently been invited to participate as partner states by the WTTC to help promote tourism in the country (T.O.I. 2000). It is believed that inputs from these states can generate homespun solutions to overcome bottlenecks in tourism development.

Such being the potential for growth of tourism in India, one should naturally examine the measures necessary to realise this potential fully. To do that, we must begin by looking at the inadequacies in the present arrangements which hamper growth. These inadequacies are many and can be broadly listed as follows:

- (I) Lack of adequate infrastructure in the form of air services and airports, roads, telecom and accommodation.
- (ii) Levy of tax on tourism and tourists that are not only high but also unconscionable.
- (iii) Plethora of clearances to be obtained from numerous agencies of the Central and State Governments.
- (iv) Difficulties in obtaining land for hotel projects.
- (v) Restrictions on movement of tourists and tourist vehicles.

- (vi) Lack of adequate security to foreign tourists to go around without fear of bodily harm or loss of belongings.
- (vii) Inadequate human resource development leading to the visitor being treated more as an intruder than as an honored guest.

India, with its GDP approaching \$ 1 trillion has been put by the International Monetary Fund as one of the five biggest markets of the world. The sense of urgency that the Indian investment climate has developed has translated into the kind of economic indicators & figures that have kindled interest and brought in results from even the most conservative investors. There are tremendous opportunities for Companies participating in the tourism sector of the economy.

The Hotel and Tourism related industry has been declared as a high priority industry for foreign investment. It is now eligible for approval of direct investment upto 51% of foreign equity. Non-Resident Indian Investment is allowed upto 100%.

### **Investment potential in India**

India is a vast country with a history that goes back 5000 years. Its vast geographical diversity, rich culture & heritage, fair & festivals, snow capped mountains, a vast coastline, monumental attractions that span the entire country and the gaps in the infrastructure, offer tremendous potential for tourism.

India, a low cost destination, continues to exert its mesmerising pull not only on the world tourist, but the Indian tourist has also been bitten by the travel bug. India's share in world tourism which is a meagre 0.2% as of date is expected to touch 1-2% by the year 2005. As per the Hospitality and Tourism industry projections the rise in foreign tourists to India are expected to touch 5 million and the domestic tourists are projected to touch 90 million by the year 2001.

Currently, 89000 hotel rooms are required to support this growing boom as against the availability of approx. 60000 rooms. By the turn of the century the demand for hotel rooms is estimated to be in the region of 100000 rooms.

Tourism is also one of the biggest employment generating industries in India, with a capacity to absorb an additional investment to the tune of \$ 10 billion.

The hotel and tourism related industry has been declared as a high priority industry for development by the government and assumes importance for its immense potential to earn foreign exchange and is also least import intensive. Infact tourism is India's third largest foreign exchange earner after readymade garments and jewellery, with earnings of \$ 2928 million in 1995-96.

Significant policy initiatives, such as welcoming of private sector, foreign and NRI investments, setting up of The Tourism Finance Corporation of India (TFCI renders financial assistance & caters to a variety of investors needs) and Investment facilitation cell ( Acts as a nodal agency that interacts between the investor, the state governments, the premier financial bodies & the relevant ministries) have been taken by the government.

New concepts, are being developed by the government to expand the activities under the tourism industry like:

- ◆ Time share properties
- ◆ Eco tourism
- ◆ Heritage tourism
- ◆ Adventure tourism and
- ◆ Conference tourism
- ◆ Buddhist circuit

These concepts are expected to generate a growth rate of nearly 20% in Indian tourism.



The country has embarked on the right path. Upgrading existing infrastructural facilities and adding new ones should definitely help tourism industry to tap the enormous existing potential. "Hotels" would include restaurants, beach resorts and other tourist complexes providing accommodation and/or catering and food facilities to tourists. The term "Tourism-related Industry" would include among others the following:

*Travel agencies, tour operating agencies and tourist transport operating agencies;*

*Units providing facilities for cultural, adventure and wildlife experience to tourists;*

*Surface, air and water transport facilities for tourists;*

*Leisure, entertainment, amusement, sports and health units for tourists; and Convention/seminar units and organizations.*

*Clearance will be available if foreign equity covers the foreign exchange requirement for imported capital goods in accordance with para 39B of the Industrial Policy of 1991.*

## **DEPARTMENT OF TOURISM.**

### **THE ORGANISATION:**

The Department of Tourism was made independent Department in 1981, when it was bifurcated from the Department of Information and Public relations. The Department which includes the Directorate of Tourism, functions as the nodal Agencies for formulation of the State Tourism Policies and Programme and the Development of Tourism in the State. It is headed by the Chief Minister, who is Minister-in-charge of Tourism.

The Administrative head of the department is the Secretary, Department of Tourism, who is assisted by Joint Secretary, and Under Secretary and a small subordinate staff. The department is assisted by the Directorate of Tourism headed by a Director, and assisted by a Joint Director, and a Deputy Director, two assistant Directors etc. An

Organizational chart of the department of Tourism provides executive directors for the implementation of various policies and programmes. The Office of the Directorate of Tourism has a field formation of 4 offices within the State, ie. Dimapur, Kohima, Mokokchung and Wokha and one office at Calcutta. The office at Calcutta is primarily responsible for Tourism promotion and marketing in the area, while the offices within the State are responsible for providing information services to tourists and monitoring the progress of field projects.

**The activities of the Department of Tourism include**

Compilation collection, and dissemination of tourist information in India and abroad and attending to enquiries from international tourists, tour operators and travel industry sectors such as airlines, steamship, companies and hotels, production of tourist literature posters, brochures, information directories, tourist guide maps-for wide distribution;

Cooperation with international travel and tourist organizations at government and non-government levels;

Facilities work such as simplification of frontier formalities in respect of international tourists;

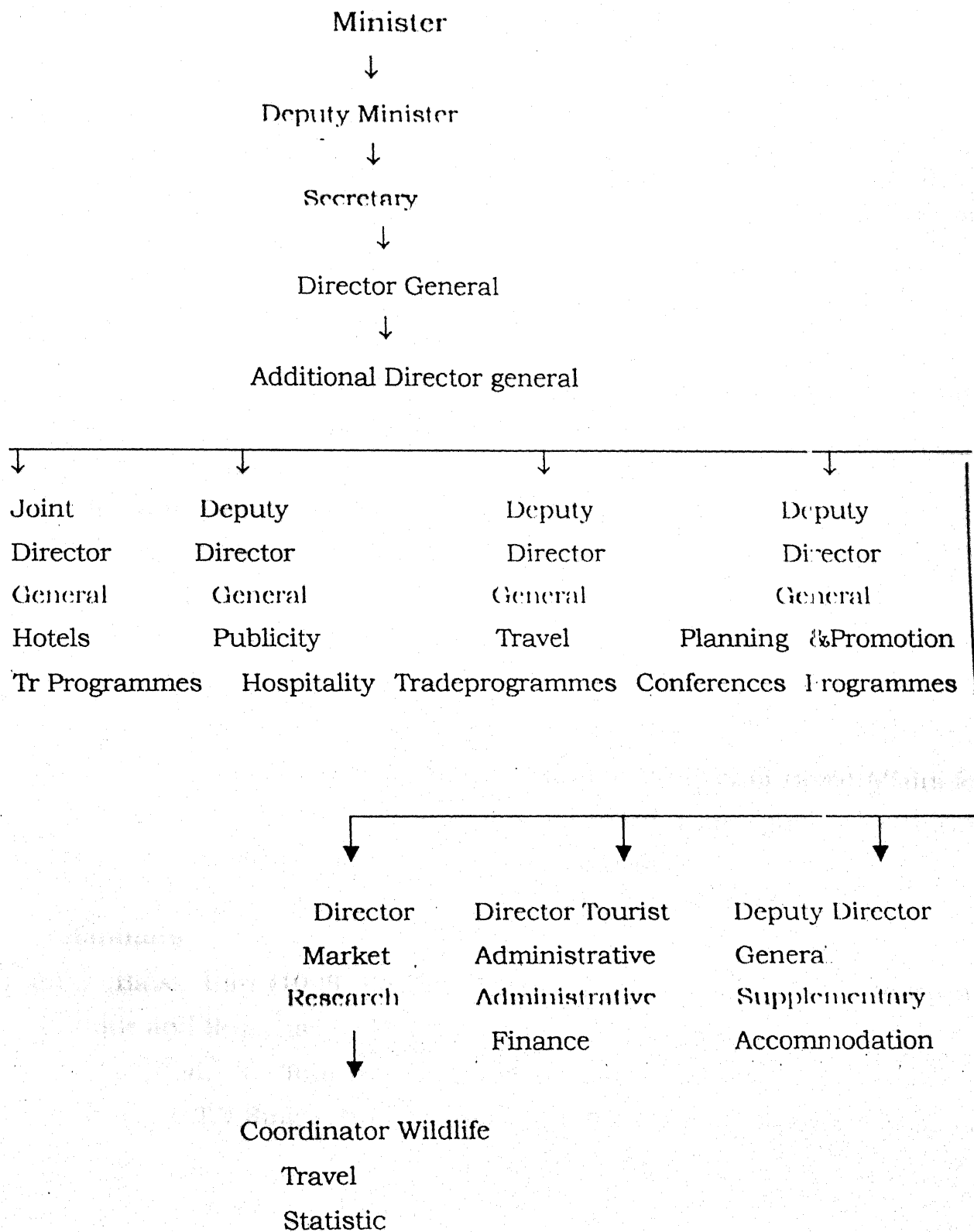
Development of tourist facilities of interest to international tourists.

Publicity at home and abroad with the object of creating an overall awareness of the importance of tourism.

Regulation of the activities of various segments of the travel trade, such as hotels, youth hostels travel agents, wild life outfitters, tourists car operators and, shopkeepers catering to tourists needs; and

Compilation of statistics and market research on international tourist traffic to India and their utilization for more effective tourist promotion.

## Organization Chart of the Department of Tourism



## **ROLE AND FUNCTION OF THE DEPARTMENT OF TOURISM**

The department of Tourism function as the nodal agency for the development of tourism in the State. It has to play a crucial role in implementing programmes for infrastructural development, strengthening promotional and marketing efforts and in generating tourism awareness amongst the masses. The functions of the Department mainly consists of the following:

### **Policy formulation and Planning.**

Co-ordination and liaisoning with various organisations and departments.

Infrastructure and Product development.

Publicity, marketing and facilitation.

Generation of Tourism Awareness.

## **RELAXATION OF PROTECTED AREA PERMIT PROCEDURE**

Considering that one of the major impediment of the growth of tourism in the State, is imposition of the Protected Area Permit, the Department of Tourism has taken up with the Ministry of Home Affairs for the relaxation of the PAP, and has identified some places as Tourist destinations where relaxation could be considered.

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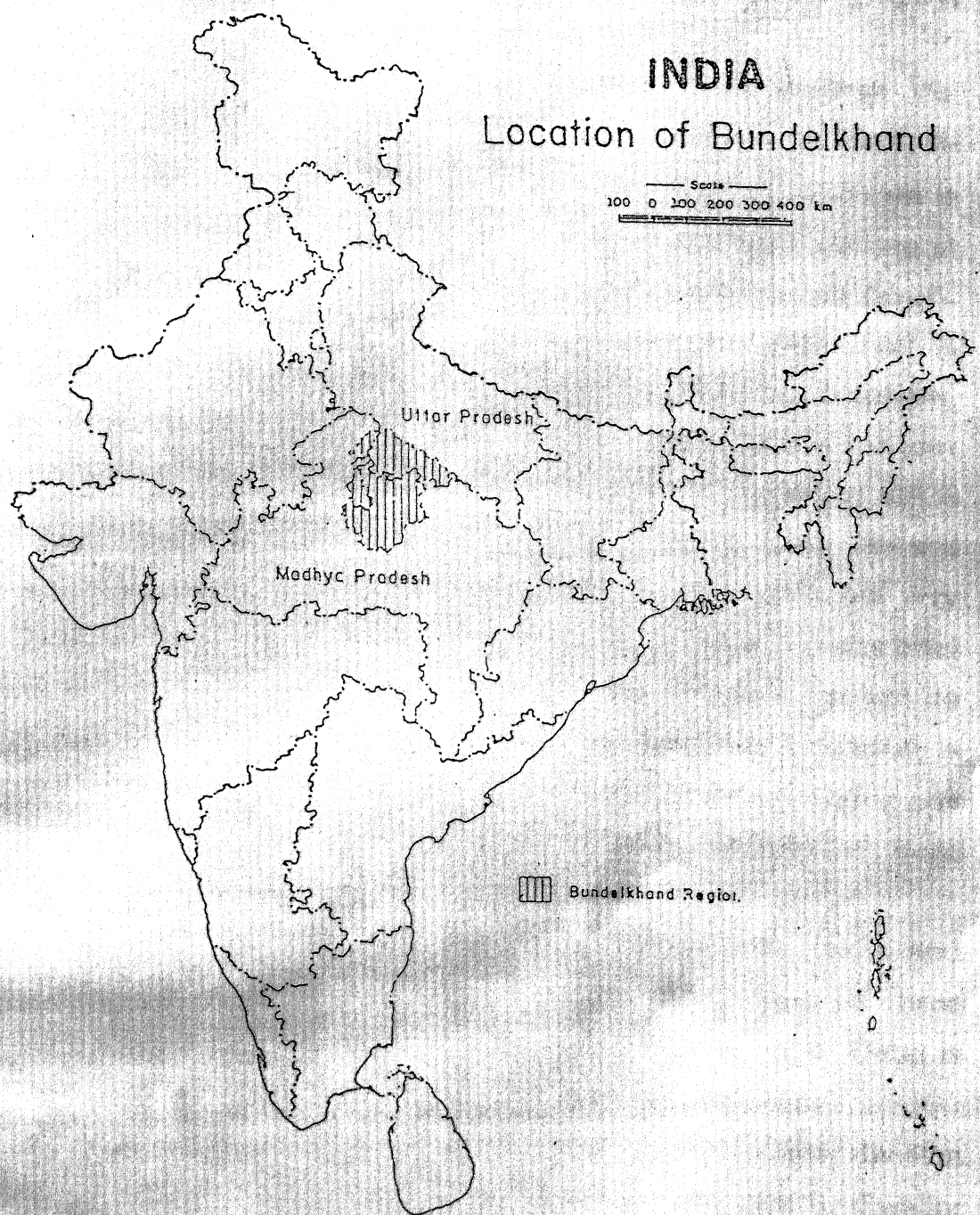
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## **CHAPTER – IV**

### ***STUDY AREA (BUNDELKHAND REGION)***

- (i) Geographic personality- area, location, meteorology etc.
- (ii) Administrative set up
- (iii) Historical perspective
- (iv) Society & Culture
- (v) Economy
- (vi) State of General infrastructure





Map 2

## STUDY AREA (BUNDELKHAND REGION)

**Geographical personality of the area, location, physiography, meteorology etc.**

Bundelkhand region comprises five districts of Uttar-Pradesh Viz. Jalaun (Orai), Hamirpur, Banda, Jhansi and five districts of Madhya-Pradesh viz Datia, Tikamgarh, Chhatarpur, Panna and Sagar. The region is naturally bounded by river Yamuna in North, range of Vindhyan plateau in the South, Chambal in North-west and Panna Ajaigarh ranges in the South-east. Bundelkhand plain is also known as trans-Yamuna plain and is topographically divisible into three East-west running belts i.e. Southern, Central and Northern belts. Bundelkhand has hilly areas, which is the part of the northern mid high regions of MP. The Bundelkhand region of MP is rocky and has a high percentage of barren and uncultivable land. The soil form is the mixture of black and red-yellow which is not considered very fertile. Rainfall is sparse and the agricultural production is low. Poverty level is significantly high. Though, MP is rich in forest, Bundelkhand has lost its forest cover to a large extent. So, the forest as a means of livelihood is becoming extinct day by day. Mining of minerals and stone quarrying has emerged as a major non-form activity but is based on exploitative wage labor.

Location of the districts Datia, Tikamgarh, Chhatarpur, Panna and Satna together forms a half-circle in the northern-MP. Among all these districts Datia forms the northwest part while Satna is in the east. Datia is little cut-off by a trench of UP while other four are locked together.

District Datia, the smallest of all in MP, is the part of Gwalior division and is surrounded on the north and east by Bhind, on the west by Gwalior and on the south by Shivpuri and district Jhansi of UP.

Tikamgarh, situated towards the west to the centre of plateau of Bundelkhand is surrounded by district Jhansi of UP in the north and Lalitpur(UP) in the west and south. So Tikamgarh is covered more by the



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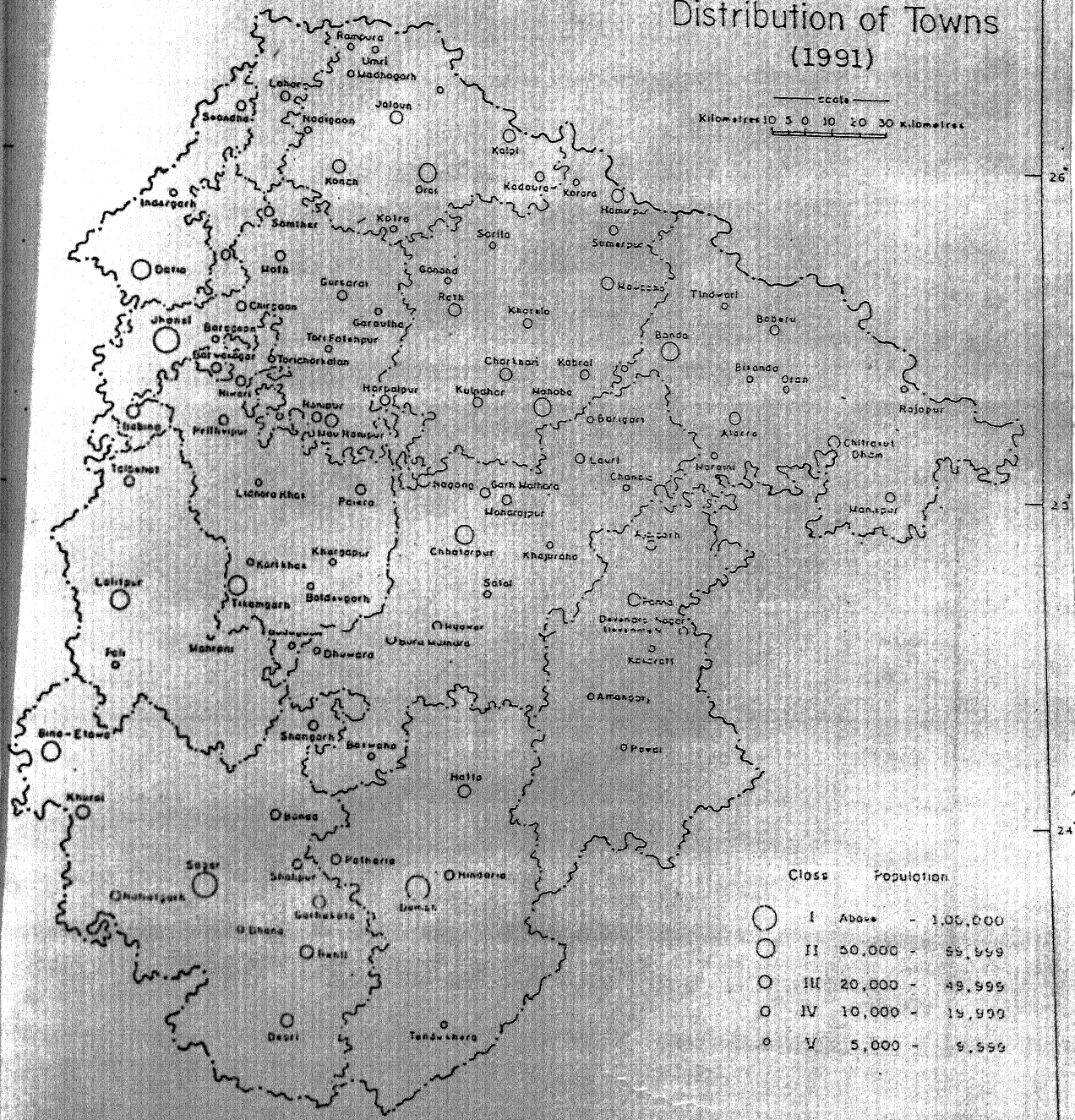
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# Bundelkhand Distribution of Towns (1991)

scale  
Kilometres 10 5 0 10 20 30 Kilometres



Class	Population
I	Above - 1,00,000
II	50,000 - 99,999
III	20,000 - 49,999
IV	10,000 - 19,999
V	5,000 - 9,999

parts of UP than that of MP. Towards its east, district Chhatarpur is situated. People of Tikamgarh have constant and regular interaction with the cities of UP namely Jhansi and Lalitpur for their daily affairs.

For Chhatarpur, rivers Ken and Dhasan form the physical boundaries on the east and west respectively. This district is surrounded on the north by district Hamirpur (UP), on the south by Damoh, on the east by Panna and on the west by Tikamgarh. The rivers Ken and Dhasan separate the districts, respectively from Panna in the east and Tikamgarh in the west.

Banda (UP) and some parts of Satna district, in its west by Chhatarpur and Damoh, in its south by Jabalpur and in its east by Satna district, surround Panna, a district with a high concentration of forest, in its north.

District Satna, a part of the Rewa division, has its northern boundaries completely covered by the districts of UP. On its west, Panna is situated while Rewa and Sidhi cover its east. Its southern boundaries are touching the districts of Jabalpur and Shahdol.

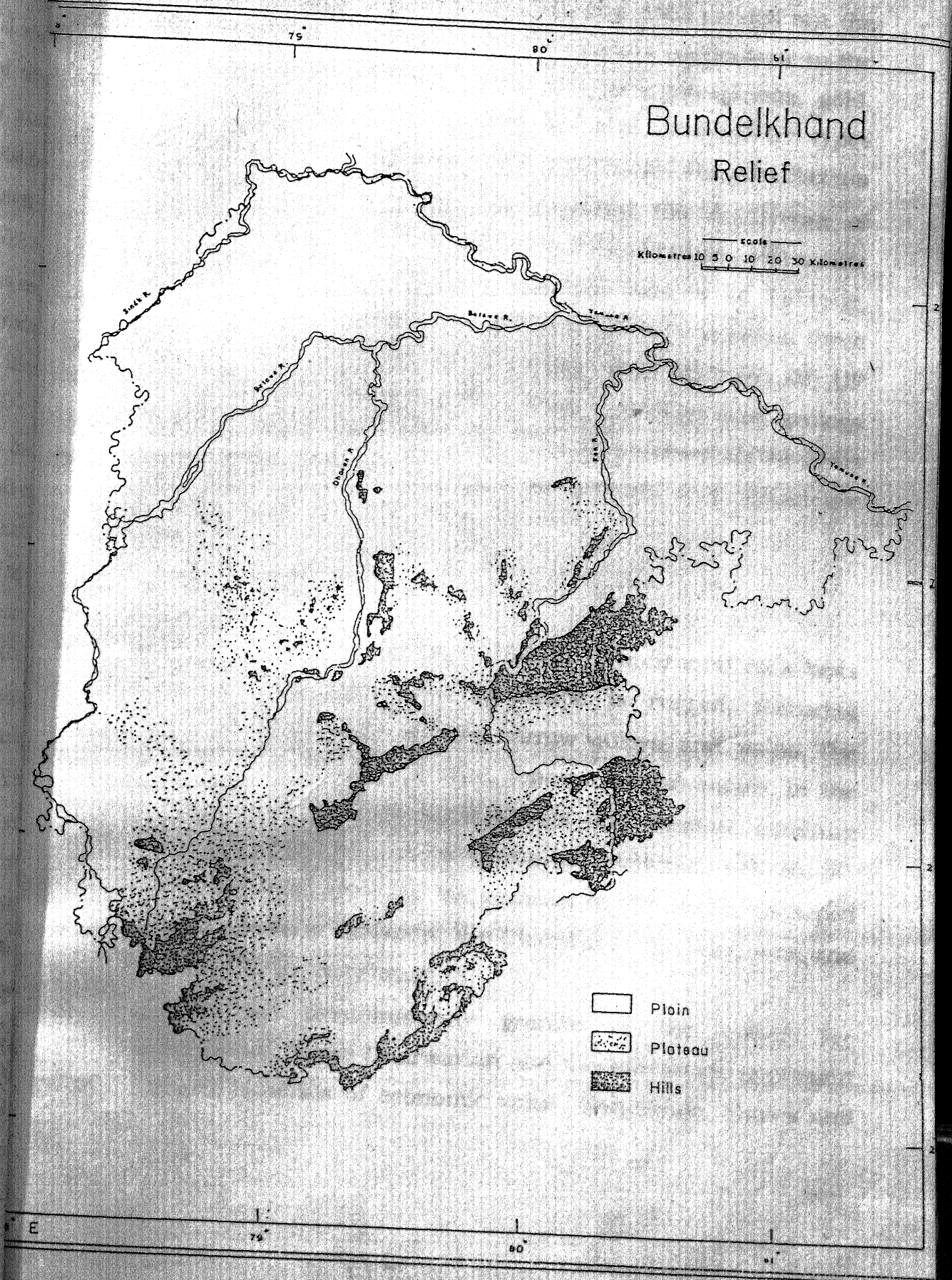
**Table - XI Bundelkhand - General over view**

District	Area (Sq.KM)	Population (1991)	No.of blocks	No.of tehsils	No.of villages	No.of towns	No.of house hold
Chhatarpur	8690	1158076	8	6	1076	14	196015
Datia	2034	396317	2	2	402	3	62942
Panna	7122	687945	5	5	939	6	128349
Satna	7495	1465384	8	5	1784	11	258818
Tikamgarh	5047	940829	6	5	863	12	155009



The Bundelkhand rock massif covers about 26000 Sq kilometer of total area of the Southern hill tracts of Uttar-Pradesh. Himalayan Mountain, the rocks of Bundelkhand are very hard and compact, usually free from massive landslides and also devoid of lofty and snow peaks. It is mainly a granitic terrain of more or less plateau type topography. The flat top hillocks, gentle slope and wide valley of Bundelkhand area low lying in North but occasionally angular and steep in the Southern part. These hills are usually exposed in the scattered form but aligned in the NE-SW and NNN-SSW directions with very gently plunging slope with thin to thick soil covers and vegetation. The hillocks of Granites are flat and confined in the Northern part while the hills of sandstone and metamorphics are slightly angular steep slope and higher elevation and confined in the Southern part.

**Geology-** In the early days copper, iron, lead and placer gold has been mined on the small scale in this region in addition to Vindhyan sandstone and Bundelkhand granite for building materials and milestone in the various districts of Southern U.P. Geologically Bundelkhand terrain is a part of the Northern fringe of the Peninsular Indian shield which contains mainly granite rocks such as peninsular Gneissic in the South, the Berach granite and Banded Gneissic Complex (BGC) of Rajasthan in the West and Singbhum Chotanagpur Gneissic Complex (CGC) in the East. First geological account of the Bundelkhand region was described by Medlicott (1859), which was just after the first Indian freedom struggle movement and area under control of British rule. Subsequently the geological mapping of selected parts of this region was carried out mainly by Wilson (1968) and Mallet (1869). Their report mainly pointed the extensive occurrences of the granite-gneissic and quartz reefs of this region. As the result of this no attempt was considered to carry on the geological investigation this direction. After a long gap, The Indian geologists namely P.K. Chatterjee, R.S. Mehta, S. Krishnaswamy, M.K. Roy Chaudhary, J.P. Shrivastva, R.C. Mishra, A.G. Jingran, S.M. Mathur did the survey of the area identified the significant amount of mineral deposits like rock phosphate, base metals,



# Bundelkhand Relief

Scale  
Kilometres 10 5 0 10 20 30 Kilometres

- Plain
- Plateau
- Hills



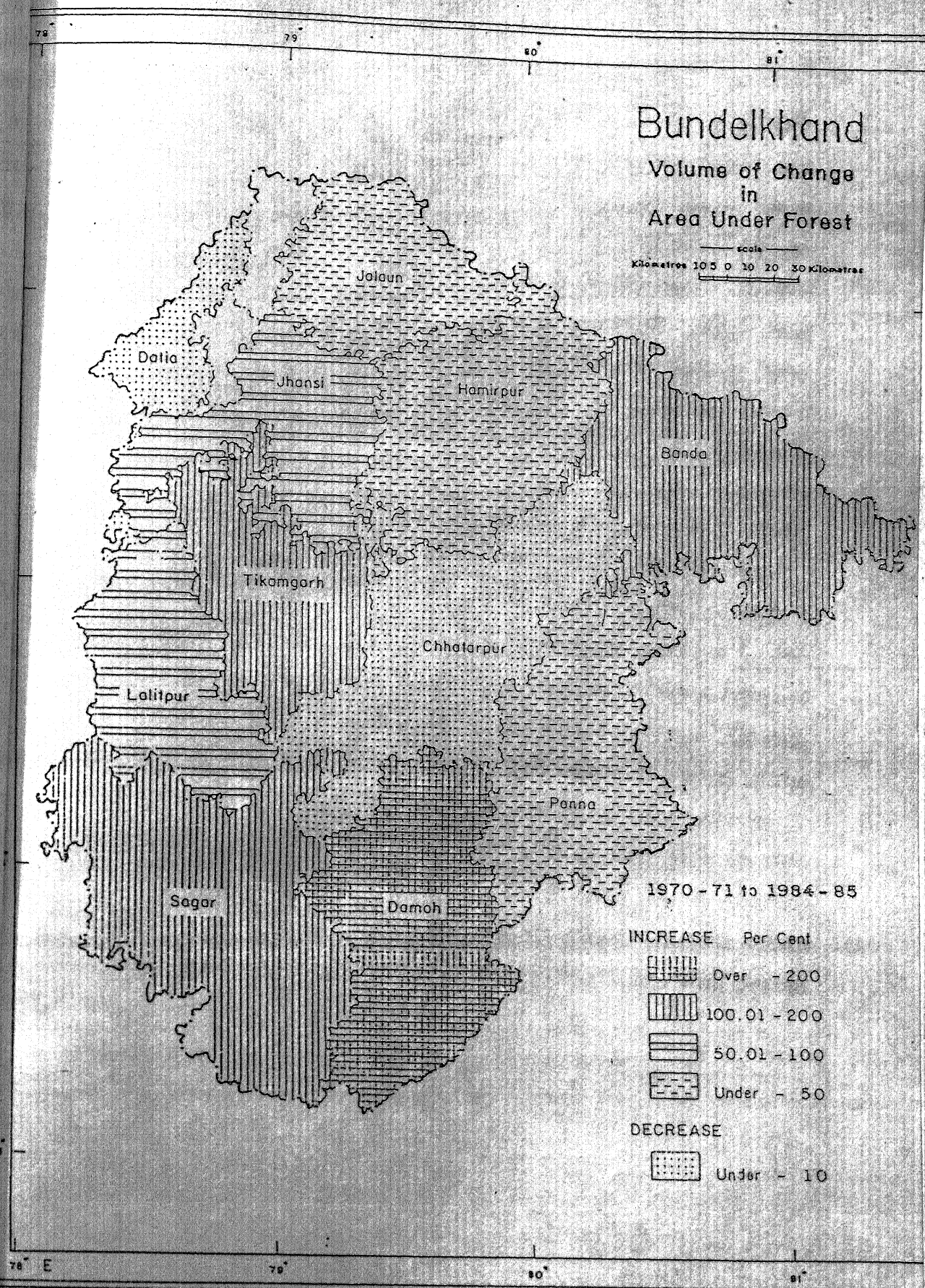
gold and iron, silica sand in this area. Later on the same continuity in the late sixties the Indian geologists from DGM, GSI, and AMD carried out the detailed geology of the area around the mineral deposits particularly in the South Lalitpur. They successfully discovered the rock phosphates, gold, copper, lead and zinc for exploration purpose and also identified ten types granite on the basis of texture, structure and mineralogy. Perhaps Saxena (1969) was the first Indian Geologist who reported the occurrence of different types of the schist, iron formation garnetiferous bearing sillimanite gneisses as enclaves from monotonous granitoid masses of Lalitpur, Hamirpur and Mahoba. The continuous works on Bundelkhand in last three decades by the geologist of the Directorate of Geological Mining(DGM) UP and Geological society of India(GSI) and University an acceptable geology and the stratigraphy of Bundelkhand Complex can be proposed on the basis of the field relationship mineral composition is available and radiometric data.

### **Topography and geology**

Bundelkhand is an old landmass composed of horizontal rock beds resting on a stable foundation. The landscape is rugged, featuring undulating terrain with low rocky outcrops, narrow valleys, and plains. The common rocks of the area are sand stones, limestones and shales. In the Northwest and North East the Geological Ganga and Yamuna alluvium deposits in the form of embedment cover system. Bundelkhand (24'-26. 30' N and 78', 10-81' 30e) is bounded by the yamuna in the North, escarped ranges of Vindhyan plateau in the south, the Chambal in the Northwest and Panna-Ajaigarh ranges in the Southeast.

Surface rocks are predominantly granite of the Lower Pre Cambrian/Achaean period. Some Dharwarian and Vindhayan rocks present in the region contain minerals of economic value. Sandstone, shales and





limestone of high quality, along with Dykes, Sills and the famous pink Archaean gneiss rocks, are also found in places.

### **Natural vegetation**

The Bundelkhand region was densely forested until the late 18<sup>th</sup> century. After the turn of the century, rising demands for wood and agricultural expansion led to increasing levels of deforestation. Post independence population growth and the emergence of the green revolution brought even larger tracts of land under the plough and further increased wood-based energy needs. These factors, combined with poor land management and ruthless government approved commercial logging, have drastically reduced forested area in the region. Today, only small patches of dry miscellaneous and thorn forests comprised of dhak, teak, mahua chiranji, khardai, dhau, khair, thar trees remain. Vegetation primarily consists of scrub forest (siari, katai, gunj, bel, ghout trees) and scrub brush, much of it open canopy with large tracts of land classified as "wastelands."

Bundelkhand can be considered as an ecologically degraded region having about 0.7 Million Hectare area occupying central position in the country. Out of the total area 7.2 % is under mixed dry deciduous types of degraded forests. Bundelkhand comprising of jhansi, Lalitpur Jalaun, hamirpur, Banda and Mahoba districts, is the least productive region of the state. Soil in the region is poor mainly a mixture of red and black variety.

The Bundelkhand Region of central India is a semi-arid plateau that encompasses 12 districts of northern Madhya Pradesh (MP) and 5 districts of southern Uttar Pradesh (UP). It is located in the central Hindi belt south of the Yamuna river, between the fertile Gangetic plain stretching across northern UP and the highlands of central MP.

## Soil

Soil of Bundelkhand may be conveniently grouped into the following categories (Regional geography of India-1960)

- a) Upland soil- (rocky soil)
- b) Low land soil -Black (mar, kabar) Red & Yellow parva rankar soil
- c) River line soil - kachhar & tarai

The most important soil groups of Bundelkhand in the Northern low land. These are mar, kabar, parva and rankar.

Prevailing soil types are a mix of black and red; the latter being relatively recently formed, gravely and shallow in depth, and thus unable to retain moisture well. Much of the region suffers from acute ecological degradation due to topsoil erosion and deforestation, leading to low productivity of the land. Soil erosion is a persistent problem that is aggravated by the hilly landscape, high winds and the poor quality of the soils, leading to the widespread growth of gullies.

## Climate

The climate of Bundelkhand region is tropical dry sub-humid and has a distinct seasonality. It is characterized by three seasons viz summer, rainy and winter. The summer season (March-June) is dry and hot with scorching sun & strongly westerly winds during the days. The Bundelkhand Region is marked by extremes of temperature, reaching the mid to upper 47.5°C. centigrade during the summer months and dropping as low as 1 degree centigrade in winter. During the summer season, high temperatures in the plain cause low pressure areas that induce movement of the monsoon. The temperature begins to rise in February and peaks in May-June. Hot breezes known locally as *loo* are common during this period. The dry summer is followed by warm and humid rainy season of about four months (July-Oct.) Monsoon brings rain by the end of June. The



temperature begins to fall from early Nov. and coldest months are December and January.

The rainfall distribution pattern is irregular, with approximately 90% of all rainfall in the region caused by the monsoon, falling from June to October. Average rainfall per year is 800-900mm but most is lost to runoff. July and August are the months of maximum rainfall, while November and April are the driest months of the year. The scant winter rainfall is useful for the cultivation of 'rabi' crops, but it is usually inadequate without access to supplementary irrigation sources.

### **Population and human development**

The Bundelkhand region is characterized by some of the lowest levels of per capita income and human development in the country. Literacy levels are poor, especially among women, and infant mortality is relatively high. Local inhabitants rely primarily on subsistence rainfed single crop agriculture and small-scale livestock production for their livelihood, with wheat, grams and oil seeds the predominant crops. Population density in the region largely correlates with such factors as soil types, natural vegetation, industrialization, and urbanization. In rural areas, rising population has led to fragmentation of family land holdings. Human pressures on the existing natural resource base are compounded by livestock pressures: the human to cattle (or livestock) ratio is relatively high, almost 1:1, compared with a national ratio of 1:45.. In addition, the growth of private land ownership and past environmental mismanagement of lands have led to the rapid decline of forest cover, reducing traditional sources of fuel, fodder and food. These factors, combined with limited rainfall and fresh water resources, have resulted in low agricultural productivity. Many families are no longer able to meet their subsistence needs. Temporary and long-term out-migration of males from rural villages in search of alternative sources of livelihood has become increasingly common.

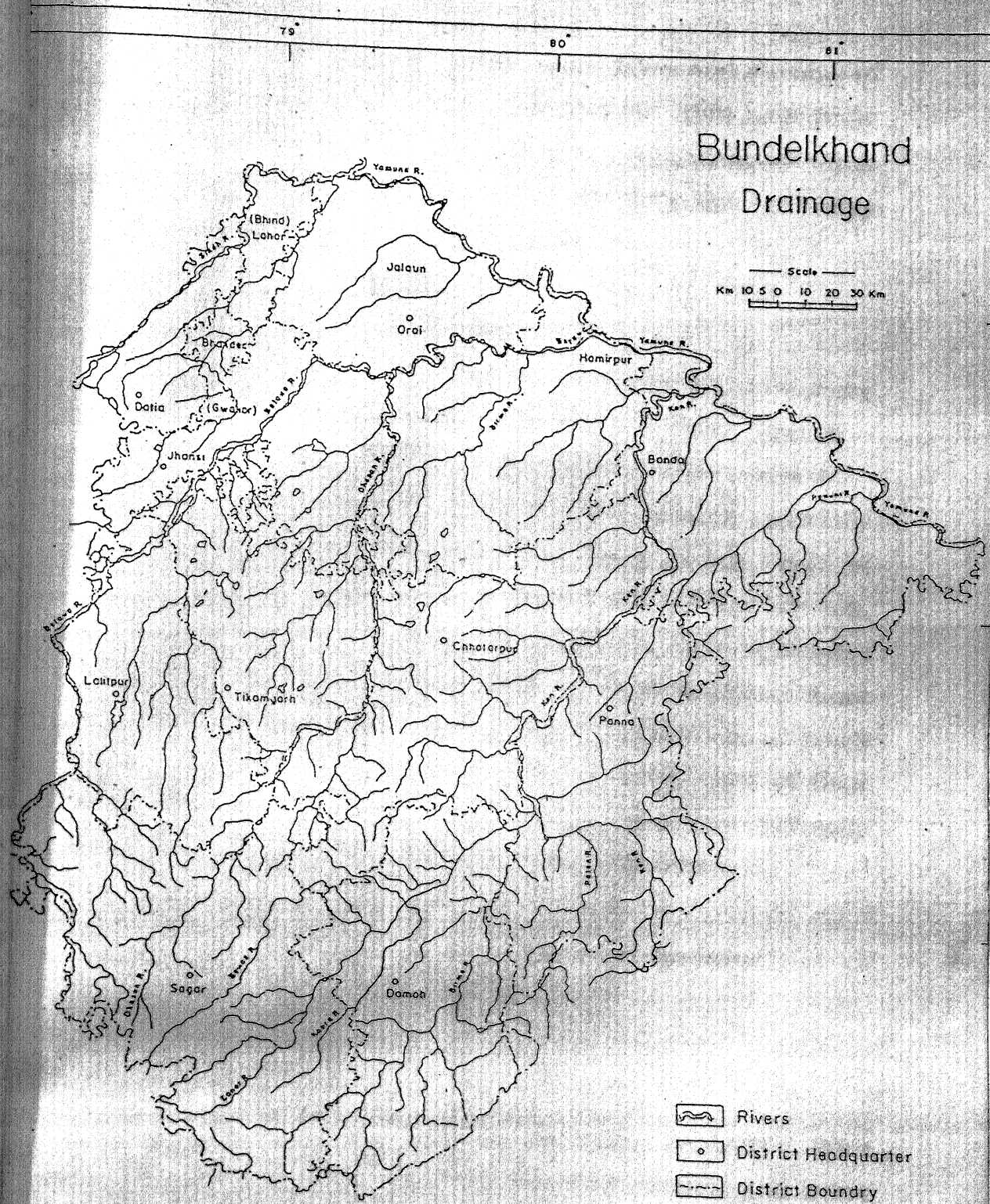
## **Drainage**

The geology of the region has played an important role in determining the drainage pattern. The continuous process of erosion formed a rugged topography in southern part; consequently the area is full of gully erosion particularly besides the river.

Yamuna is the chief river of this region running from Northwest to South-east direction with Pahuj, Sindh, Betwa, Ken, Baghain and Mandakini tributaries. Pahuj rises from Gwalior (M.P.) and touches the region in Launj village of Jhansi district. Following the Northeast direction it touches the boundary of Jalaun district, where the river Sindh meets it. After some kilometers both meet Yamuna. Betwa is the biggest tributary of Yamuna in the region. It rises from Vindhyan hills near Bhopla (M.P.) and enters this region from Southwest portion of Lalitpur district. After running about 96 Kilometers in the Northern direction, it takes slight turn towards Northeast direction and meets the river Yamuna near Hamirpur town. Jamini, Birma, and Dhasan rivers are main tributaries. The river Ken flows in the Eastern part of the region. It rises from Vindhyan hills of Damoh district of Madhya-Pradesh and touches the region in Naraini tehsil (Banda district). Formerly it ran towards Northeast near Banda town meeting the river Yamuna near Chilla village. Chandrawal is the main tributary of the river Ken. Besides these the river Baghain and Mandakini also flow in Far East part of the region which also meets the river Yamuna. The rivers form loops and bends with many meanders in the low land. In the plain area the process of erosion become less effective and consequently the deposition of alluvial soils starts the forming the alluvial plain here.

## **Water sources and availability**

Throughout most of the year the residents of Bundelkhand experience acute scarcity of water for agricultural and domestic use. Water sources are



Map 5



varied and often seasonal, ranging from ponds, tanks, lakes and streams to open wells, bore wells and irrigation canals radiating out from large-scale dams. Most agriculture is single-crop rain fed with supplementary water from private open irrigation wells. Thus, large numbers of farmers are highly dependent on the monsoon rains to recharge these wells.

### **Traditional water harvesting structures**

Irrigated agriculture has existed beside dry and rain fed agriculture and livestock farming in India for centuries. The nature of Indian rainfall -- short spells of heavy rain during the two to three months of the monsoon -- has strongly influenced agricultural practices across the country, especially water management for irrigation. Brief but intense spells of rain result in high levels of runoff and soil erosion, less percolation of water into the soil, and occasionally flash floods. In response to this climatic pattern, Indians have developed a rich tradition of using water-harvesting structures to store rainwater for the non-monsoon months, mostly in thousands of small reservoirs; and to regenerate groundwater resources. Irrespective of their primary purpose, all the traditional water storage methods indirectly improve soil moisture and induce percolation of water to aquifers.

#### ***There are three main classes of traditional irrigation systems:***

- ◆ Reservoirs, primarily surface tanks and ponds;
- ◆ Inundation irrigation systems; and
- ◆ In-site storage facilities.

Water reservoirs take many forms across the Indian landscape. Prior to independence, rainwater runoff channels or diverted streams and rivers using gravity for propulsion primarily fed reservoirs. In areas of very scant rainfall, such as Western India, local people evolved a number of ingenious methods of storing water for irrigation including sub-surface tanks, roof water harvesting systems, step wells, tanks, ponds, and lakes. Some of

these lakes were large enough to store water from 18 months to 2 years, an extremely important feature given the high variability in local rainfall leading to periodic droughts. Tanks, usually formed by curved earthen embankments built across channels of runoff water, were commonly used in the South. They have the added benefit of helping to conserve the soil. In Bihar, the *ahar*, a combination tank/inundation system often built in a series, was widespread.

Other traditional reservoirs were developed specifically to help recharge groundwater resources. The *rapat*, developed in Rajasthan and also used in Maharashtra, is a form of percolation tank that consists of bunds, or embankments, made of masonry or earth having a life span of five to twenty years. *Rapats* were generally intended to charge wells from three to five kilometers downstream and were built on sandy or rocky soils that allowed for good percolation. In Maharashtra, the number of wells increased five or six times after the construction of percolation tanks. In general, some of the problems faced with *rapats* and other open surface reservoirs include: silting (small *rapats*), evaporation, submergence of cultivable land, and breaching of the bund.

Rainwater has also traditionally been stored in the fields where crops are to be grown by constructing high bunds on all four sides. With inundation irrigation systems, water (from the monsoon or rivers) is held in the fields until the land is dry and it is sowing time, when it is then let out. No watering is needed for the crops after that time, although rainwater acts as a supplement. This system only works on relatively flat land with heavy black clay soil. It is a very old method of capturing water and saturating the land, and is also referred to as flood/submergence irrigation, *haveli* systems, *bundhiesorkhadin*. Inundation was commonly used in the parts of Rajasthan and the Narmada Valley of MP, where the *bundhies* were often built in a series or chain to form an integrated network. In comparison, in-situ irrigation systems also store water in the fields using

bunds and help it infiltrate the soil, but cultivation and submergence occur simultaneously.

The small scale adaptive measures for storing water highlighted above have long helped to counter some of the adverse effects of the monsoon rains by allowing for more infiltration of water into the soil, helping to increase soil moisture and vegetation, reducing erosion and possibly reducing damage from flash floods.

### **Administrative set up Historical perspective Dynasty**

Nagas (capital unknown, though probably Gwalior. Despite the numismatic wealth left by the Nagas surprisingly little is known about them.)

#### **Era:-2 - 3 AD**

**Area & Expansion:-** Depending upon the authority, it is a toss-up between Bundelkhand and Vidharba. Also they ruled Satna and Panna till their last.

**Dynasty:-** Parivajakas and Utkals (capital: Ucchkalpa; now Uccahara in Satna)

#### **Era:-3 - 4 AD**

**Area & Expansion:-** Their origins can be traced from Vidisha. Their reign stretched from a portion of Gwalior to Mathura. Also the Gangetic Plains and Bundelkhand

**Dynasty:-** Vatakas (capital: Vidisha; atleast to begin with)

#### **Era:-5 - 6 AD**

**Area & Expansion:-** Bundelkhand and Satna.

**Dynasty:-** Chandelas

## **Era:-925-1370AD**

**Area & Expansion:-** Bundelkhand to start with. Yashovarman stretched this to Malwa region, while his son went ahead to take Vidisha and Gwalior too. However their disappearance from the scene of history was rather abrupt. After Prithviraj Chauhan defeated them, their luck just soured on them and they got beaten by everyone going. They hung around far-flung fortresses like Kalinjar for sometime after which they simply vanished.

## **Medieval**

**Dynasty:-** Bundelas(Capital:Orchha)

## **Era:-13-17AD**

**Area & Expansion:-** After the Chandelas vanished the Bundelas got their moment under MP's rather harsh sun. Coming from Vidarbha, they took Bundelkhand and managed to keep it till Shah Jahan's reign, thanks to a shrewd politically expedient policy of always keeping the big chief in Delhi happy. However, their tact finally ran out when the last Bundela King Jhujhar Singh managed to seriously offend Shah Jahan, whose armies then chased him out into the forests of Orchha and killed him. In medieval period, Bundelkhand was under the rule of powerful Chandel and Bundela Kings for centuries. The massive forts, magnificent palaces, beautiful temples and other buildings built by them still echo the glory of the past era. In Jhansi itself, the fort, Rani Mahal, temples and State Museum are of immense interest. Then within easy reach are the fascinating destinations like Orchha with remains of its prosperous past, Baruasagar and Parichha with a large lake and reservoir ideal for water sports, Datiya with the seven-storied palace of Raja Birsingh Ju Dev built atop a hill, Sonagiri with 77 Jain temples, Samther with its massive fort, Matatila Dam etc. Jhansi is also well linked to Mahoba, the place of the legendary heroes Alha and Udal, Khajuraho which is world wide famous for its temples, Kalinjar which is famous for its impregnable fort and temples ad

many other places. Infact whole of the Bundelkhand region is dotted with forts, fortresses, temples and shrines. The tourists and visitors to Jhansi can enjoy rewarding excursions to all those destinations.

**Dynasty:-**Chitrashal, Bundelas

**Era:-**17AD

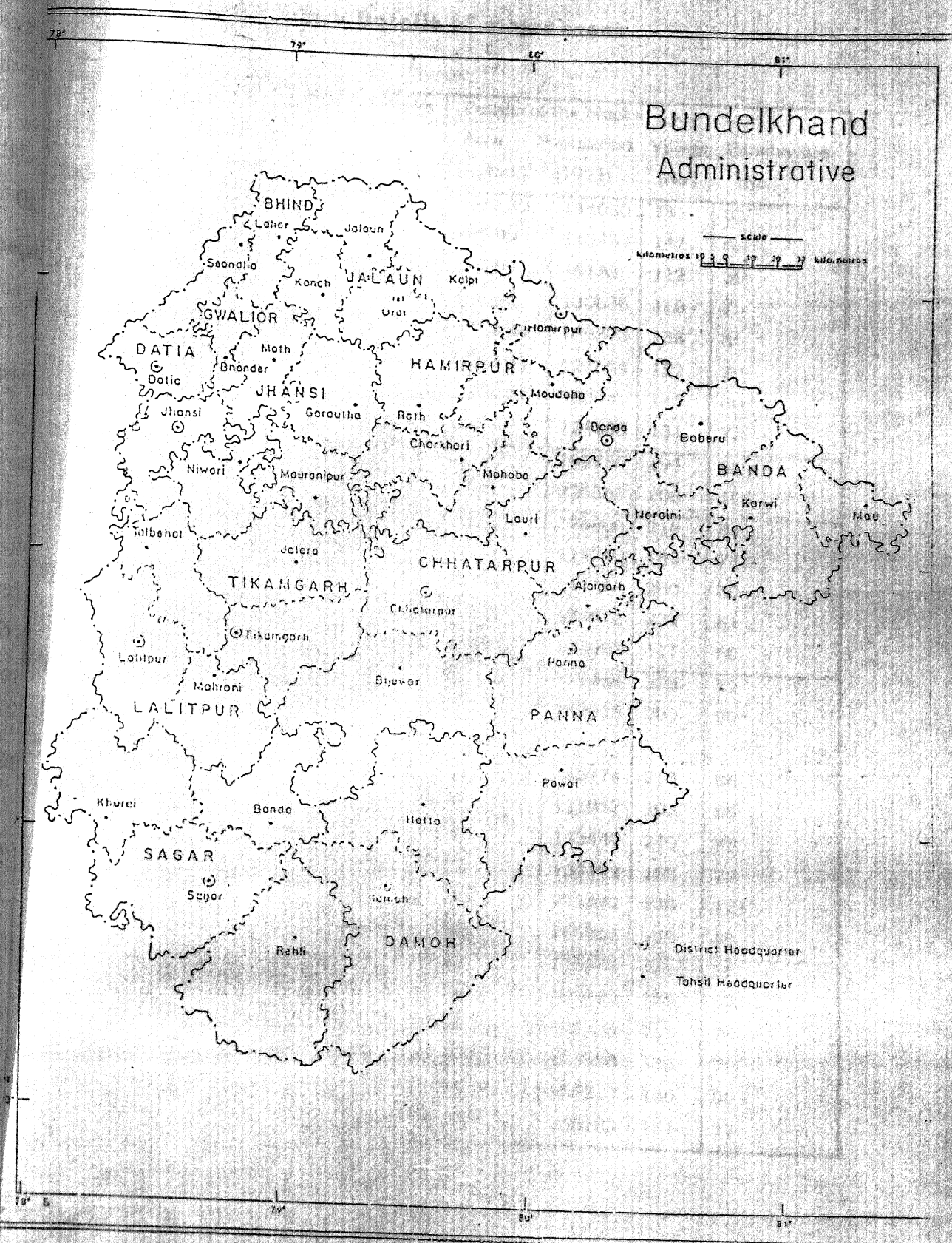
**Area & Expansion:-** That was however not the end of the Bundelas. Mughal rule was not very popular and soon a branch of the Bundelas, the Chitrashal Bundelas rebelled against them with the help of the Maratha warrior Shivaji. Over the next 50 years they were able to take back quite a big area of Bundelkhand back. Not for long, as the Mughals sent an army after them too. With the help of the Maratha Peshwa the Chitrashals were able to hang in there, however they had to "gift" quit a bit of land away to the Maratha.

After independence there was separation of Bundelkhand but till now it is not clear which area comes under Bundelkhand. Different writers use different areas for required reasons.

**Table-XII Legislative & Parliamentary constituencies**

District	Legislative-constituencies	Parliamentary constituency
Datia	1 Sewda(SC) 2. Datia	Bhind
Tikamgarh	1.Jatara 3.Tikamgarh 2.Newari 4.Khargapur(SC)	Khajuraho
Chhatarpur	1.Bijawar 3.Chhatarpur 2.Chandla 4.Maharajpur(SC)	Khajuraho
Panna	1.Panna, 2.Amanganj, 3.Pawai (SC)	Damoh
Satna	1.Maihar 5.Satna 2.Nagod 6.RamapurBaghelan 3.Raigarh(SC), 7. Amarpatan 4.Chitrakoot	Satna





Map 1



**Table-XIII Administrative Details of major areas.**

District	Administrative Division	Name of Blocks	Details of the blocks			
			Area (sq.km.)	Population (1991)	Village (No.)	Panchayats (No.)
1. Chhatarpur	Sagar	1. Chhatarpur	1042.32	144080	141	81
		2. Londi	787.99	113453	147	68
		3. Baxwaha	785.02	45183	112	39
		4. Naugaon	800.83	130676	115	73
		5. Rajnagar	1373.83	169373	138	84
		6. Badamalhara	1080.85	121669	152	79
		7. Bijawar	1535.22	95094	140	60
		8. Gaurihar	888.47	124335	131	73
2. Datia	Gwalior	1. Sewda	926.0	169756	194	86
		2. Datia	1108.8	226561	208	102
3. Panna	Sagar	1. Shahnagar	1646.82	123896	216	83
		2. Panna	1350.45	114740	185	73
		3. Pawai	1277.82	127353	200	80
		4. Gunnaur	967.58	132925	221	81
		5. Ajaygarh	603.20	103901	117	60
4. Satna	Rewa	1. Ramnagar	601	116488	225	72
		2. Rampur-Baghelan	874	162618	209	95
		3. Ohawal	772	135774	213	86
		4. Uchehra	897	111917	202	66
		5. Nagod	916	143449	240	93
		6. Amar Patan	652	133192	165	72
		7. Maihar	1125	202832	238	121
		8. Majhgawan	1584	169950	292	89
Tikamgarh	Sagar	1. Newari	606	126378	131	66
		2. Prithvipur	958.62	102885	126	62
		3. Tikamgarh	867.60	121735	154	74
		4. Palera	748.22	127298	135	70
		5. Jatara	1008.60	166313	166	90
		6. Baldeogarh	858.96	136183	151	77

## **Historical perspective**

Uttar Pradesh, geographically the fourth largest state in India, nestles within its folds a diversity of terrain and culture. Its 2,94,410 sq.kms. have the mighty Himalayas as silent sentinels; Gods, saints and sages have sanctified its soil. Thick deciduous and tropical forests with exotic flora and teeming wildlife. The largest system of meandering rivers and fertile plains with tales of love immortalized by the magnificent Taj Mahal and the "*Rass Leela* (Dance of love)" of Brijbhumi. Rocky domains of the hills of central India famous for their tales of bravery and valor.

Bundelkhand, which emerged from the mists of history during the rule of the mighty Chandelas in the 9th century AD, governed the destiny of Central India for nearly three hundred years. The Bundelas who came to power six centuries later were also to command influence in this region. Bir Singh Ju Deo (1605-1627 AD) a favorite of the Mughal Emperor Jehangir was a powerful ruler. Centuries later during the turmoil of 1857, Bundelkhand produced another charismatic leader, the young, valiant Rani Laxmibai of Jhansi - who led her troops into war against the might of the British.

## **Origin and Evolution**

The early background of Bundelkhand could be gathered through inscriptions, traditions and some records of early and medieval writers. The early history of Bundelkhand gathered through Vedic and pauranic literature presents and obscure account.

## **Pre Historic and ancient period**

(600 BC – 1200 AD) The Palcolithic tools found in Lalitpur and Banda districts attest the 'hand-axe' culture of those times in the region. Mahababharat describes the Kalinjar Hill as the ashram of Agastya Muni. During the Buddha's time (600 BC) the region of Bundelkhand was one of

the Bundelkhand was under the control of Nandas, remained part of the Mauryas and the Sungas till the end of 300 A. D. Gupta too ruled this area which remained forested and was commonly known as jaijak bhukti. Then this region came under the rule of Gurjar - Pratiharas succeeded by the Chandelas. After first half of the seventh century A. D. the region seems to have been occupied by aboriginal Gond. The historic records reveal that systematic colonization began from the Chandela period (800 AD) and also improved irrigation work. The whole society was categorized on the basis of division of labour as Nigam (Businessman) Shreni (Artisan and mechanics etc.) The Chandela period was a milestone of city culture. Chandraverma was the builder of three former cities of defense (Kalinjar) of religious (Khajuraho) and of civil (Mahoba) in the beginning of the 8th century.

### **Medieval Period**

(1300 AD - 1700 AD) - With the downfall of Chandela dynasty in the beginning of 13<sup>th</sup> century Muslim rulers entered in the region. In fact, the arrival of Muslim rule of Bundelkhand started from the time when Prithvi Raj Chauhan was defeated by Muhammad Gauri in 1192 AD. During the Mughal period, the reign of Akbar was much favorable for evolution of settlements. The region came under the Bundelas and since then came to be known and thereafter taking Kalinjar and Kalpi made Mohani their first capital which was shifted to Orchha founded by Raja Rudra Pratap Singh in about 1531. The Bundelas consolidated their power and extended their kingdom over the entire region between the Yamuna in the North and Narmada in the South. However, Bir Singh Deo the great grandson of Rudra Pratap was forced to acknowledge himself as a vassal of the Mughal Empire but Champat Rai another Bundela chief resisted and harassed the Mughal Ruler in the rugged country of Betwa ravines. Champat Rai was succeeded by the great Bundela chief Chhatrasal, he was forced by the Bangash Pathan

chief of Farrukhabad to such an extent that he had to seek help of Peshwa in 1734 to defeat him cultural resource potential.

After Bir Singh Deo's death in 1627, the Mughals invaded the fort and held it till Chatrasal drove them out of the Bundelkhand region and established his suzerainty. He made Panna his capital.

An attempt by the Mughal General Mohammed Khan Bangash to overthrow Chatrasal was foiled when Bajirao of Poona came to the latter's rescue by sending his troops. As a token of gratitude, Chatrasal gave one third of Bundelkhand region to Bajirao. Since Jhansi fell into that part, the town came under Maratha rule.

For eleven years from 1731, Jhansi was ruled by Anupgiri, a Gossain of local origin who was appointed as a nominee of the Bundelas. To him goes the credit for carrying out several improvements in the city and fort. He beautified the Laxmital Lake and constructed a city around it. Naru Shanker, the first Maratha Governor who took over the reins of the city in 1742 made further improvements. Raja Gangadhar Rao, who married Laxmibai was enthroned, was a popular ruler. After his death, his young widow came to power in 1854. Four years later, British troops invaded the fort and kept it under their control till 1947 when the Indian Army took over.

The area once known as Bundelkhand is today divided between Uttar Pradesh and Madhya Pradesh. Jhansi, Jaloan, Banda, Hamirpur, Karbi and Mahoba districts of Bundelkhand lie in U.P. and Guna, Shivpuri, Tikamgarh, Chatarpur, Datia and Panna districts of Bundelkhand are in M. P.

## **Society and culture**

As per the 1991 census, 23.27% of the state's population are Scheduled Tribes (STs) and 14.55% of the population are Scheduled Castes (SC.). MP has the largest population of Tribes in India. Most of the tribal

population is concentrated towards the southern half of the state. Northern MP, of which Bundelkhand is the parts, constitutes of a very small proportion of tribal population but still district Panna has 14.90% tribal population while district Satna has 13.81% of it.

Scheduled Caste population is considerable in all the districts, namely Datia, Chhatarpur, Tikamgarh, Panna and Satna. It is above the national and state percentage for each of these districts. In district Datia, where the tribal population is negligible (1.71%) scheduled caste population is 24.67% of its population. It is the highest percentage of SC population in any of the districts in MP.

In the state, around 93% of the population is Hindu, 5% is Muslim and 2% follow other religions. District wise detail is given in Table 1.4 So far as the languages of the state are concerned, the major language is Hindi, which is spoken by 84% of the population. 2% and Urdu speak Marathi by 2%. Mostly Muslims speak Urdu.

**Table - XIV**

Major Tribes in Bundelkhand		
S.No	Name of the tribe	District
1	Biar, Biyar	Tikamgarh
2	Saur, Sawur	Tikamgarh/Chhatapur
3	Sonta	Tikamgarh/Chhatapur
4	Soner	Tikamgarh
5	Kol	Panna/Satna
6	Manjhasi	Panna/Satna
7	Mawasi	Panna
8	Agaria	Panna
9	Bhaini	Satna
10	Dhanuk	Datia/Satna
11	Saharia	Datia
12	Bedia caste	Panna/Chhatarpur



Major Backward castes (BC)/Scheduled Castes(SC)

Dhimar (BC), Ahirwar (SC) Nai(BC), Dhobi (BC), Basorh(SC), Gadaria (BC), Mehtar (SC), Sondhia (SC), Chamar (SC), Bunkar (BC), Banskar (SC), Kumhar (SC), Jogi(BC), Kori (SC), Chipri (BC), Raikwar (BC), Manjhi(BC), Kewat (BC), Lodhi(BC), Yadav (BC), Jatav (SC), Bhoi(BC), Teli (BC), Kalar(SC), Lohar (BC), Barhai (BC), Khatik(SC), Bedia (BC).

Bundelkhand, a land of ancient culture and traditional, is famous for its archaeological monuments and places of pilgrimage for all the religions, Hindu, Muslims and Jains. It has temples mosques, shrines and Jain temples are scattered all over MP.

Bundelkhand and Baghelkhand have a rich cultural background. Chandelas and Bundelas rulers of Bundelkhand were great builders and created numerous forts, palaces and temples. The region is full of temples, particularly that of Lord Shiva. Chandelas created a large number of ponds now known as Chandeli-ponds in this region for irrigation and drinking water supply.

A famous place of tourist and religious attraction, Orchha, is situated in the district of Tikamgarh. It was the capital of Bundelas before it got shifted to Tikamgarh due to vulnerable strategic position of Orchha in later days. In the background of river Betwa, the fort and numerous temples of Orchha provide a picturesque view. The buildings of Orchha and Datia are magnificent and tell the tales of the creativity of Bundela rulers. Tikamgarh is also religiously famous for its temples of Lord Rama in the Orchha, and the one named Kundeshwar Mahadeo Mandir, near Tikamgarh Township.

Datia is known for its buildings and palaces built by Bundelas, particularly that of Virsinghdeo. Some of them are unique. Datia also has a



famous 'Saktipeeth', which attracts a lot of people for religious worship. It also has a famous Jain Temple. Datia has always strived for preserving the original Bundela culture, its language and traditions. At present, there are numerous theatrical and literacy groups in Datia, which are trying to preserve and propagate its cultural heritage.

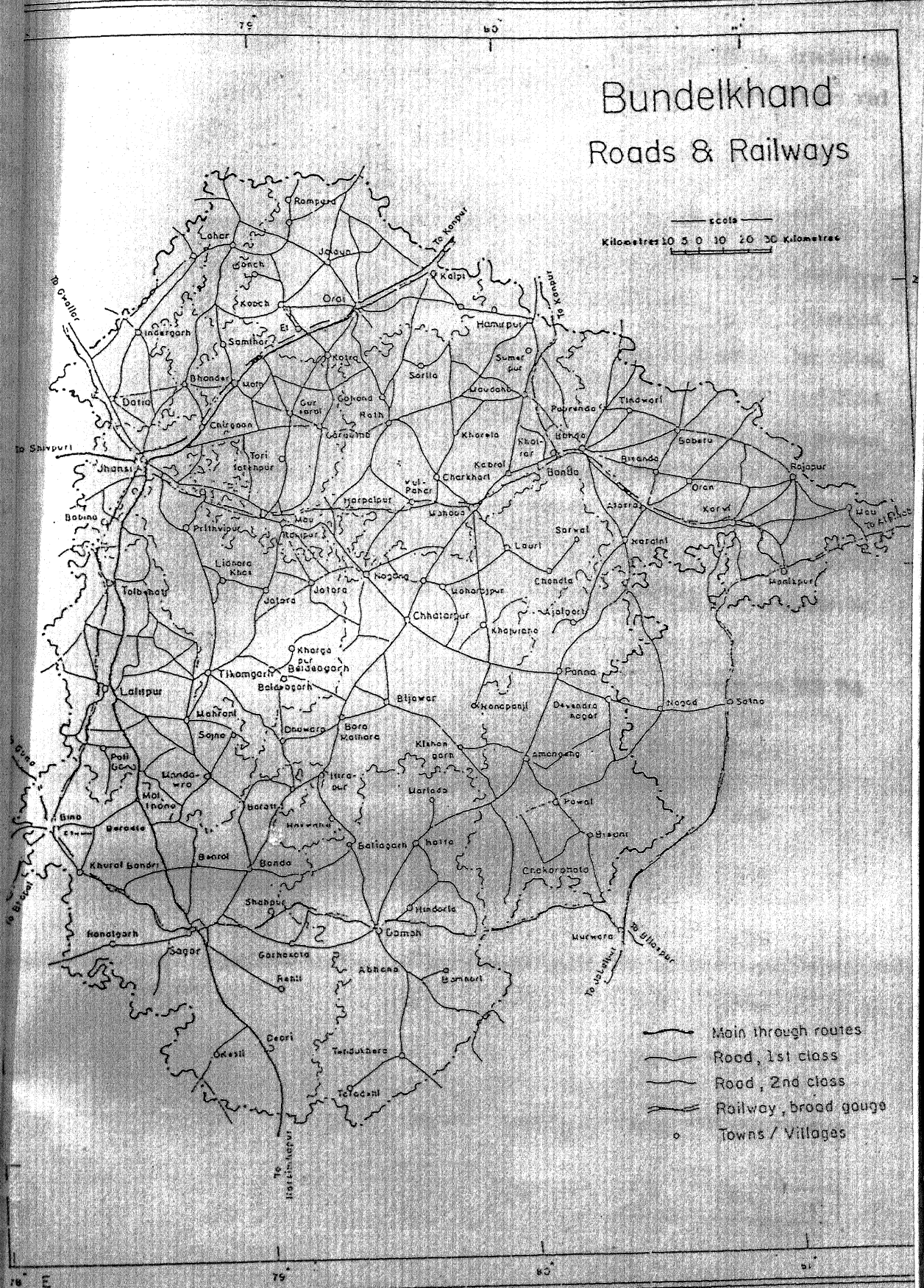
Panna, too, has a rich cultural base. The famous Bundela chief, Chhatrashal, had made Panna his capital. District Chhatarpur is named after him. Panna, is known as 'town of temples'. There is a mythical story telling that Saint Prabhunath told to his disciple, Chhatrashal that on one particular night whatever area will be covered by him sitting on the back of his horse, will find the mine of diamond beneath the earth. So are the diamond mines in Panna. As a reverence to Saint Prabhunath, Chhatrashal constructed numerous temples, mostly attributed to Lord Shiva. It is said that there are as many as eleven hundred ancient temples in the district.

Khajuraho, the famous tourist attraction in India, is situated in the district of Chhatarpur. Khajuraho has a range of temples with erotic love-making stone-carved scenes on the outer walls. They were created by the Chandela kings who ruled Bundelkhand, before the rise of Bundela in the region.

Satna has a ancient temple of Goddess Bhawani at a place called Maihar. During Durgapuja, thousands of pilgrims from all over the country gather there for worshipping the Goddess.

## **Economy**

Bundelkhand is an area with rich natural and heritage resources but it is not yet properly exploited. People in this area are not properly educated and lack of industries is also a negative point in Bundelkhand. Most of the part of Bundelkhand is rural and undeveloped. Although there are sand stone mines but they are unable to provide the people proper employment. Most of the people in this area are uneducated and female literacy rate is



also low. There is absence of good infrastructure like good roads, transportation and communication.

Rural people steeped in superstitions, ignorance, customs, tradition and caste prejudices. These rural people require proper education to get rid from these social problems.

## State of general infrastructure

Bundelkhand comes under two states Uttar Pradesh and Madhya Pradesh. It is the region with less transportation facilities to different regions. The sex ratio is 847 females per one thousand males. The total literacy percentage stands 34.3 percent, while the female literacy is 19.34 percent and male is 46.98 percent in the region. The share of geographical area in different districts has recorded highest in Banda. The land use of Bundelkhand is also a noticeable factor, where the net sown is about 61 percent of total land, while main other uses are under forest 8.8 percent, gardens and groves 6%, fallow land 8.17% and barren land 6%.

**Table - XV      The General Infrastructure of Bundelkhand region 93-94**

	Jhansi	Lalitpur	Jalaun	Hanirpur	Banda	Total
Geographical Area (sq. Kms)	5024	5039	4565	7166	7624	29418
Male population (Thousand)	768	404	667	796	1011	3646
Female population (Thousand)	662	348	552	670	851	3083
Total Population (Thousand)	1430	752	1219	1466	1862	6729
Rural Population (Thousand)	863	646	950	1211	1623	5293
Urban Population (Thousand)	567	106	269	255	239	1436
Percentage of Hindu Population	90.4	94.4	91.54	93.85	94.43	93.0
Percentage of Muslim	8.4	2.11	8.21	6.06	5.51	6.4



Population						
Percentage of Christian Population	0.6	0.06	0.01	0.04	0.03	0.14
Percentage of Sikh Population	0.2	0.08	0.02	0.02	0.00	0.06
Percentage of Jain Population	0.4	0.08	0.00	0.01	0.03	0.09
No. of Railway Station	18	9	8	13	19	67
Length of Broad Gauge	171	75	82	155	200	603
No. of Bus Station	111	150	126	172	141	700
Length of Mettled roads (kms)	1210	838	1129	1264	1344	5785
No. Rural Post Offices	167	148	214	227	264	1020
No of Urban Post Offices	33	7	30	19	22	111
No. of Telephones	6438	117	972	1335	3157	13079
No. of Nationalized Bank Branches	72	22	48	12	38	222
No. of Rural Bank Branches	23	25	35	47	83	213
No. of CO-operative Bank Branch	18	10	24	19	17	88
Food Grain Production (000 M.Ts.) 91-92	356	253	445	465	452	4971
Sugarcane Production (000 M.Ts.) 91-92	6.0	15.2	82.0	79.4	29.8	212.4
Mustard Production (000 M. Ts.) 92-93	20	7	10	15	5	47
Potato Production (000 M. Ts.) 91-92	7	7	6	22	5	47
Irrigated Area (000Hec.)	124	118	112	140	144	646
No of Registered Small Scale Industries	556	1131	524	1703	388	4302
No. of workers employed in small scale.	2150	3831	2407	2270	1110	11768
No. of factory Registered under factories Act 1948	112	8	17	19	13	169

No. of working factories	69	2	8	10	14	102
No. of persons employed in factor	12195	53	317	247	1298	14110
Production of factories (000 Rs.)	15894-00	2400	18000	11702	11426	17357-64
No. of Junior basic schools	247	121	314	285	296	1363
No. of Degree Colleges	4	2	6	4	6	22
No. of Universities	1	-	-	-	-	1
No. of Industrial Training Institutes	1	1	1	4	1	8
No. of Polytechnic Colleges	1	1	1	1	1	5
Percentage of Literacy	41.7	25.2	40.8	31.8	28.3	33.8
No. of Allopathic Hospitals	22	10	11	60	93	196
No. of Ayurvedic Hospitals	28	29	34	25	27	143
Percentage of Hindi speaking population	95.0	97.72	96.06	96.70	96.44	96.17
Electrified villages	533	339	631	549	771	2823

**Source--** History of India-Madhya-Pradesh- Encyclopedia of India  
 Bundelkhand: The Land of Bundelas by Institute of Tourism and Hotel  
 Management, B.U. Jhansi  
 A Study on Tourism promotion in Jhansi region, by Pankaj Atri

## **CHAPTER – V**

### **TOURISM RESOURCE POTENTIAL IN BUNDELKHAND REGION**

#### **Inventory of Tourist Resources**

##### **(a) NATURAL TOURIST RESOURCES:**

- (i) Landform & terrain's, Vantage points
- (ii) Water Bodies
- (iii) Flora & Fauna, National Parks & Wildlife sanctons

##### **(b) SPECIAL –CULTURAL ATTRACTION:**

- (i) Monuments, historical & archaeological Sites, museums and art galleries etc.
- (ii) Places of religious significance
- (iii) Folk art and craft
- (iv) Fairs and festivals

##### **(c) OTHER RESOURCES:**



## **Tourism Resource Potential in Bundelkhand Region**

To the average Indian the mention of Bundelkhand evokes visions of a dry, drought-ridden, inhospitable countryside, ravaged by lack of water and criss-crossed by ravines and plateaus. But to the student of history and to the lover of India's artistic and architectural heritage, it happens to be a vast treasure-house of ancient monuments and sites, abounding in Hindu, Buddhist and Jain temples and monasteries, abandoned cities and places.

Bundelkhand which emerged from the mist of history during the rule of mighty Chandelas in the 9<sup>th</sup> century A.D. and the Bundelas, who came to power six centuries later, were also to command influence in this region. Bundelkhand produced another charismatic leader, the young valiant Rani Laxmibai of Jhansi, who led her troops into war against the might of the Britishers

The area once known as Bundelkhand is today divided between Uttar Pradesh and Madhya Pradesh as follows:

### **Uttar Pradesh**

Jhansi

Jaloan

Banda

Hamirpur

Karbi

Mahoba

### **Madhya Pradesh**

Guna,

Shivpuri

Tikamgarh

Chatarpur

Datia

Panna

Mosques and brooding fortresses are a prolific highlight of this part of the country. The shifting sands of time and civilization have left their mark on the area.

One of the most famous Kings, Raja Bir Singh Deo built a seven-storeyed place called Govind Mandir or Narsingh Dev Palace in 1620 A.D. with 26 gates, 16 courtyards and 440 rooms. Situated on a rocky out-crop in the middle of the town, it commands uninterrupted view of miles of flat countryside. To the south, the palace overlooks a large lake called the Karna Sagar Lake, popularly known as 'Lala Ka Talab', behind which is a folk-tale of the love of a brother for his sister.

The palace is in fairly good condition, though darkened by age, and is square in plan with four corner towers and a successively receding five-storeyed structure in the central courtyard, connected to the outer structure by flying-bridge corridors. Two of the storeys are underground to provide cool 'hot weather' accommodation. The upper five storeys contain residential rooms whose facades are decorated with balconies upheld by carved brackets, sometimes in the shape of serpents. The queen's chamber overlooks the lake and is cooled by a continuous latticework of beautiful stone jalis and has murals painted on the roof and walls. The dancing room has interesting, painted bas-relief figures of dancers on the ceiling.

The Muslim influence on the architecture is evident in the ribbed cupolas with traces of blue tile-work, adorning the top of the palace. Madhukar Shah built a second residential palace called the Raj Mandir in the middle of the 16<sup>th</sup> century. It is a solid block of masonry buildings crowned with domed pavilions. Rooms of the king and his consorts surround a central courtyard with beautiful frescoes in miniature style adorning the walls. The king's room has scenes of 'shikar' or the hunt, whereas the rooms of the queens have religious themes.

The third palace known as the Jehangir Mandir was built between 1605 and 1626 by Raja Bir Singh Deo. The palace is built in the form of a huge quadrangle with rooms and balconies arising around it in a three-storeyed structure. It is topped by open pavilions and eight elegant, ribbed domes on which traces of blue and turquoise tile-work. About 123 kilometres away from Jhansi, is the northern capital of the Malwa empire. The Jama Masjid built in the mid 15<sup>th</sup> century follows the Malwa tradition, except for its astonishing serpentine brackets. The Kaushak Haft Mahal, was built with alternating dual-coloured sandstone. The facade consists of closed arches with two protruding covered balconies.

Sonagir is an important place of pilgrimage for the Jains. On a sloping hill, 77 temples of various sizes and belonging to different eras, stand starkly white against the blue sky at various levels. The main temple has a bas-relief carving of Lord Parshvanath on an outcrop of granite believed to be 2000 years old.

There are other palaces such as the Man Mandir, Vikram Mandir, the Karan Mandir, the Jehangiri and the Shah Jahan palaces. The complex contains some beautiful examples of Hindu temple architecture including Teli Ka Mandir and the Sas-Bahu temples. Teli Ka Mandir was built by the Pratihara King Yashovarman. The shape of the temple is unusual with a very high, massive tower and a carved doorway including figures of river goddesses. The Sas-Bahu temples are of a later period and totally different in design.

Another interesting feature of the fort complex is the Gujari Mahal which now houses the Archaeological Museum. It was built by Raja Man Singh for his favourite wife Mrignayani, in the beginning of the 16<sup>th</sup> century.

Bundelkhand. A land soaked in history and fables, bravery and martyrdom, battles and religion. The entire region echoes with the legacies of

a chequered past. The entire Bundelkhand region has within its folds several destinations, each waiting to be discovered and deciphered

## **Inventory of Tourist Resources**

### **NATURAL TOURIST RESOURCES:-**

#### **Landform & Terrain's, Vantage points, Water Bodies**

##### **Orchha**

This famous sacred place lies on the banks of river Betwa. It is a picturesque and peaceful place

##### **Chhatris**

There are fourteen Chhatris or memorials to the rulers of Orchha, grouped along the Kanchana Ghat of the river Betwa.

##### **Phool Bagh**

Laid out as a formal garden, this complex testifies the refined aesthetic qualities of Bundelas. A central row of fountains culminates in an eight-pillared palace pavilion. An ingenious system of water ventilation connected the underground palace with Chandan Katora, a bowl like structure from where fountain droplets of water filtered through the roof, simulating rainfall.

##### **Shivpuri**

##### **George Castle**

Within the forests on its highest point, is the George Castle, built by Jiyaji Rao Scindia. The view from the palace at sunset is spectacular.

## **Mahoba**

The ancient capital of the mighty Chandelas, lies at a distance of 140km. from Jhansi. The impregnable fort on top of a hill and a series of lakes creted by them are brilliant engineering feats and their successful water management systems, are still to be seen today. Mahoba is also famous for the excellence of its paan and various varieties of paan leaf are dispatched to all parts of the country. Prior to 1995, Mahoba was a tehsil of Hamirpur district but now it is another district of Jhansi region. Mahoba is 160 kms. from jhansi and 65 kms from Khajuraho. It is connected with Jhansi both by rail and bus service and only by bus service with Khajuraho. There are some ordinary class hotels in addition to the state Tourism Department's hotel. The tourist attractions of Mahoba are :

### **Vijay Sagar**

The Chandela King Vijay Pal Varman developed this lake during the period of 1035 to 1080 A.D. It is 6 kms from Mahoba, spread in an area of 10 square kms with an island in its centre and a Dear Park in the forest on its bank. Now the U.P. Govt. as Wild life Sanctuary has declared this area. U.P. Tourism Department operates a cafeteria at this lake.

### **Kirat Sagar**

This lake is situated in Mahoba city. The Raja Kirat Varman in the 11th centrury developed it. It is very picturesquely surrounded by hills on three sides and colourfully doted lotus flowers.

### **Madan Sagar**

This lake of Mahoba was developed by RajaMadan Varman in 1128 A.D. The water of the lake glitters like silver ornaments and its embankment are profusely ornamented it is the most picturesque amongst all the lakes of

Mahoba with the granite hill of Gokharon on its west and myriad temples and stairs on the north. The temples than adorn its northern bank were once the worship place for the Chandela Kings. On a hill and joining the southeast bank there are a few inscriptions that date back to 1149 A.D.

### **Charkhari**

30 kms from Mahoba this city has a number of lakes decorated by lotus flowers

### **Ganesh Bagh**

This garden is located at a distance of 10kms from Chitrakoot on Karvi Devangana road. The Peshwa King Vinayak Rao in the beginning of the 19th century developed this garden. There is a spectacular hexagonal Panch Temple in this garden having number of statues carved on it's panels.

### **Baksidh**

This place situated at distance of 3kms from Ganesh Bagh in the backdrop of forested vindhayas is famous for it's scenic beauty. Here, below a huge rock is a big chamber. Steps lead the way to this cave like chamber above, which is a small waterfall

### **Sukhwa Dhukwa Dam**

This dam is 27kms. From Jhansi on Jhansi-Lalitpur Road. This masonry dam on Betwa river was constructed during 1905 and is about 4000 feet in length. The dam's inspection house is situated in very picturesque surroundings offering a very scenic view of the Dam. Restaurants, tea stalls, resting places etc. are missing here. This dam is not connected by regular bus service from Jhansi.



### ***Parichha Dam***

Parichha headwork is located at a distance of 22 kms. From Jhansi, on Jhansi-Lucknow road. This masonry dam was constructed in 1885. Close to the head works is the inspection house of irrigation department perched on a high mond, which offers a Panoramic view of the upstream Lake and the waterfalls.

### ***Sakya Sagar Boat Club***

The Sakhya Sagar Lake, on the edge of the Madhav National Park is the habitat of varied species of Reptiles. On the shores of the lake and connected to it by a broad pier is a Boat Club, an airy, delicate structure with glass panels.

### ***Bhadaiya Kund***

A scenic picnic spot by a natural spring. The water of this Kund is rich in minerals, supposedly of curative nature.

### ***Parmeshwar Tal***

Built by Bundela Rajput Kings; the picturesque Parmeshwar tank is situated half a mile to the northwest of Chanderi town. It has on its bank a well-curved temple and cenotaphs of three Rajput Kings.

### **Hamirpur**

It is 185 Kms from Jhansi and connected with by bus service with Jhansi. It does not have any tourist attraction at district headquarter but Bela Tal a tehsil is having some tourism potential.

### ***Bela Tal***

It is kms from Mahoba and is famous for a lake which is spread over a length of 10 to 12 kms. offering a panoramic view. Boating, other water sports facilities, restaurant etc. missing at this beautiful lake.

## **Flora & Fauna, National Parks & Wildlife Centuries**

### ***Madhav National Park***

The park covers an area of 156sq.km. and, has a varied terrain of wooded hills, which offers an abundant opportunity for sighting a variety of wildlife. The predominant species in the park is the deer, of which the most easily sighted are the graceful Chinkaras and the Chitals, other important species being Nilgai, Sambar, Chausingha, Blackbuck, Sloth Bear, Leopard and Langur. The artificial lake, Chanpata is the winter home for geese, Pochard, Pintail, Teal, Mallard and Gadwall, apart from many other varieties of avifauna.

**Monuments, historical and archeological sites, museums and art galleries etc.**

### **JHANSI**

About four centuries ago Jhansi was known as Balwantnagar. Maharaja of Orchha Veer Singh Judev renamed it to be Jhansi. He ordered to build the fort in 1610 and Jhansi became a part of Orchha. Later it was ruled by Gonsai's until Natons Shankar (1742-1757) came as a Subedar. In 1630 Peshawa's from Maharashtra came and developed Jhansi militarily. Jhansi was mainly ruled by

1. Mahadani Govind (1756-1760)
2. Babu Rao Konharot (1761-1765)
3. Vishawas Rao Lakshman (1765-1769)
4. Raghunath Hari Nivalkar (1769-1794)
5. Shivram Bhau (1794-1815)
6. Ram Chandra Rao (1815-1835)
7. Raghunath Rao (1835-1838)
8. Gangadhar Rao (1838-1853)
9. Maharani Laxmi Bai (1853-1858)
10. Britisher's (1858-1861)
11. Maharaja Gwalior (1861-1885)
12. Britisher's (1886-1947)

Bir Singh Deo, the ruler of Bundelkhand from 1606 to 1627 built as many as 52 forts and palaces in different parts of Bundelkhand region. Jhansi being strategically located, served as a gateway to the Bundelkhand region and hence Bir Singh Deo chose to construct a fort here. The fort was also meant to be the first line of defence for Orchha, then the capital of Bundelkhand, about 16 km south of Jhansi.

The older city of Jhansi has impressively retained much of its resplendent history captivating every visitor with fond memories to take back home. The fort wall surrounding this old city reminds its ancient history. Though there are more famous destinations in India but the city of Jhansi is a major destination in India and has enough splendor for a visitor.

Jhansi draws hordes of tourists every year. Over two lakh tourists visited the city last year. Most of these are foreigners, while a majority of the domestic tourists are from West Bengal, Maharashtra and Madhya Pradesh.

### ***The Jhansi Fort***

The fort of Jhansi located upon a rocky hill was built originally by Raja Bir Singh Ju Dev (1602-1627AD.) in 1613AD. as a front for his capital Orchha. Raja Bir Singh Ju Dev, himself a brave king, became all the more powerful during the reign of Mughal Emperor Salim, owing to his proximity the latter Jhansi fort was one of the fifty two places and forts that the king said to have ordered for the construction at just one go. The Jhansi fort- Standing on a steep mass of sandstone, Jhansi Fort dominates the city and is the most magnificent monument. It has an expanse of about 800 meters East to Westwards, and about 600 meters North to Southwards. There are six main bastions two gates in the massive but rugged looking fort. Near the main entrance Of the fort is the famous sixteen feet long Karak Bijli Top (Cannon)- the living reminder of Rani Laxmi Bai's battle with the British. Another main cannon inside the fort is Bhawansi Shnakar- a fifteen feet long weapon. There are three temples and the Bhairon Temple. After the death of Rani Laxmi Bai, the British took over the possession of fort and made certain alterations in it, including the redesigning of the main gate. Across the Mahal is the spot from where Rani Laxmibai astride her horse jumped from the fort alongwith her foster son, on being surrounded by British troops and rode to Kalpi. In one corner of the fort is the Kal Kotri, or death cell, in which freedom fighters who were considered dangerous were imprisoned. These cells are dark, dingy and damp. Nearby is the spot, where those awarded death penalty were hanged to death. Faded paintings of flowers, black bucks, peacocks and other birds, can still be seen on the wood-panelled roof and walls of the *darbar* hall. The palace and the ruins were taken over by the Archaeological Survey of India in 1961. As of now, Archeological Survey of India, like all the other important monuments in the country. Perhaps no other historical monument has evoked as much awe and admiration from tourists and travelers alike, as the magnificent Jhansi fort

in Bundelkhand fondly called by people as the ultimate example of love of motherland and sacrifice of life of a great lady the great Rani Laxmi Bai, which will be remembered for a long time.

### ***Rani Mahal***

Once the palace of Rani Laxmi Bai, the Rani Mahal was constructed by Raja Naru Shankar. A fine collection of sculptures belonging to the period between 9th and 12th centuries AD has been housed here by the Archaeological Survey of India. Thanks to the efforts of the Archeological Survey of India, who, after taking over the Charge of Mahal in 1961, is consistently trying to concern it with utmost care. The museum inside the palace houses exquisite sculptures and statues dating back to 9<sup>th</sup> and 12<sup>th</sup> century, going to the late Pratihara and Chandel period. Today, it houses a collection of sculpture and provides an excellent insight into the eventful history of Bundelkhand.

### ***Raja Gangadhar Rao's Samadhi and Laxmi Tal***

The Raja's Samadhi is a simple but impressive monument, which is located on the banks of Laxmi Tal. The Tal is a big and beautiful water tank outside the walled city. It is known to have been built by Raja of Orchha, Bir Singh Ju Dev, and was later on improved by the Gosain rulers of Jhansi. The tank is surrounded by small hillocks with twelve temples on them. Closer to the tank are the famous garden of Jhansi is Narain Bagh-sprawling over several acres of land.

### **Orchha-**

18 Km. away from Jhansi, the suave small township of Orchha was founded in the 16<sup>th</sup> century by the Bundela Rajpoot Chieftain Rudra Pratap Singh, it is a city frozen in a time, on the banks of river Betwa. The city of

Orchha consists of several buildings constructed at different times. In the times of Bharati Chand (1531-54), Ramji Mandir palace and the city walls were completed. During the reign of Mahukar Shah (1554-92) Orchha saw a long period of peaceful prosperity when the early Bundela paintings were painted on the walls of the palaces. One of the other notable rulers of Orchha was Raja Bir Singh Ju Dev (1605-27) who built the exquisite Jehangir Mahal, Hardaul Mandir and Chhaturbhuj temple. Other than the scenic of the river Betwa, Orchha has number of notable places of interest like- Jehangir Mahal, Ram Raja Temple, Chaturbhuj temple, Laxminarayan temple, Phool Bagh, Chhatris and Shahid Smarak. Dinman Hardaul's Palace belongs to the Son of Bir Singhju Dev. Dinman committed suicide to prove his innocence over an affair with the wife of his brother (Jujhar) and has since been regarded virtually as a saint martyr. Later Jujhur's son adopted Islam, after his marriage to a Muslim girl in Delhi, and retired here in Sunder Mahal. He was accorded the status of Saint after his death. Another story lies in the Palace of Rai Praveen who was the artistic Paramour of Raja Indramani. Emperor Akbar was very impressed with her talent and invited her to Delhi She finally returned to her original patron in this palace. The walled Phool Bagh (flower gardens) is a cool summer retreat. Orchha also has a series of impressive temples, dating back to the 17th century. They are still in use today and visited regularly by thousands of devotees. The soaring spires of Ram Raja Temple and the well-preserved murals of the Lakshmi Naraya Temple are especially worth a look. 14 beautiful Chhatris (cenotaphs) or memorials are lined up on the Kanchana Glut of the river Betwa.

### ***Jehangir Mahal***

The glory of Orchha, this was built in 17<sup>th</sup> century by Raja Bir Singh Ju Dev to commemorate the visit of emperor Jehangir to Orchha. This multi-storied palace has a strong look, which is counterbalanced by delicate



Chhattries and trelliswork. The overall effect is that of immense richness. It is pictureque and romantic besides being a superb example of building art. The style of architecture is a mixture of Hindu and Islamic features. The whole building is magnificent in its combination massive strength and delicate ornaments.

### ***Raj Mahal***

Situated to the right to the quadrangle, this palace was built by Madhukar Shah, the plane exteriors, crowned by Chhattries give way to interiors with exquisite murals, boldly colorful on a variety of religious themes. It contains apartments in the two stories and a Darbar hall attached outside.

### ***Rai Parveen Mahal***

Poetess and musician, Rai Parveen was the beautiful paramour of Raja Indramani(1672-76). She was sent to Delhi on the orders of Emperor Akbar, who was captivated by her. She so impressed the great Mughal with the purity of love for Indramani that he sent her back to Orchha. The palace built for her is a low, two storied brick structure, designed to match the height of the trees in the surrounding, beautifully landscaped gardens of Anand Mahal with its octagonal flower beds and elaborate water supply system. Skillfully carved niches allow light in to the Mahal, which has a main hall and smaller chambers.

### ***Shahid Smarak***

This place commemorates the great freedom fighter Chandra Shekhar Azad, Who lived and worked in hidind in Orchha during 1926-27.

### **Barua Sagar**

24 Km. From Jhansi, enroute Khajuraho, is this historic spot where the battle between the Peshwa troops and the Bundelas was fought in 1744. The place is named after the Baruasagar Tal, a large lake formed about 260 year ago, when an embankment was erected by Raja Udit Singh of Orcha. The ruins of the ancient fort built by Raja Udit Singh still remain in Baruasagar. To the north east of the lake are ruins of two old Chandela temples. Built of made in the later Gupta period is known as Jarai Ka Math, it is dedicated to lord Shiva and Parvati.

### **Shivpuri**

Shivpuri is steeped in the royal legacy of its past, when it was the summer capital of the Scindia rulers of Gwalior. And earlier, its dense forests were the hunting grounds of the Mughal emperors when great herds of elephants were captured by emperor Akbar. Much later, it was the Tiger that roamed the wooded hills and many a magnificent beast was 'bagged' by royal Shikaris . Today Shivpuri is a sanctuary for rare wildlife and avifauna. Its royal past has thus been transformed into a vibrant, hopeful present.

Shivpuri's royal ambience lives on in the exquisite palace and hunting lodges and graceful, intricately- embellished marble chhatris(Cenotaphs) erected by the Scindia princes. The places of interest in and around Shivpuri are: With its luxuriant forests and undulating hills, Shivpuri was a natural choice as the summer resort capital of the Scindias. Shivpuri's royal ambience lives on in the exquisite palaces and hunting lodges and graceful, intricately embellished marble *Chhatris* (cenotaphs) erected by the Scindia rulers

### ***Chhatries***

The Chhatries are set in a Mughal garden and facing each other are the chhatries of Madho Rao Scindia and the dowager queen Maharani Sakya a Raje Scindia. The Chhatries synthesize the architectural idioms of Hindu and Islamic Styles, with their shikara type spires and Rajput and Mughal Pavilions.

### ***Madhav Vilas Palace***

This rose-pink summer palace of the Scindias is built in truly royal proportions; made of marble with iron columns and graceful terraces and the magnificent Ganpati mandap.

### **Kalinjar**

280 km from Jhansi, this town and the fort, which have had strategic importance since the earliest of times, are located in the ancient land of Jejakbhukti which is an integral part of Bundelkhand. The fort, a stronghold of the Chandelas from the 9th to the 15th century. AD, remained an invincible citadel, prized for location right up to the time of mughals. Situated on a high hillock in the Vindhyan ranges, the fort was approached through seven gates or check posts before entering the main fort area. These splendid gateways are the Alam Darwaza or Alamgir Darwaza, Ganesh Dwar, Chandli or Chauburji Darwaza, Budha Bhadra Darwaza and Bara Darwaza. During its eventful career, the fort was subject to numerous attacks and Mohammed Ghazni, Qutb-ud-din Aibak and Humayun, all invaded this stronghold of the Chandelas. It was Akbar who finally conquered it in 1569 and bequeathed it as a gift to Birabal, one of his "nine jewels". From Birbal it went to Chhatrasal, the legendary Bundela warrior and then to Hardev Shah

of Panna. In 1812 it fell into the hands of the British. This fort with its romantic and extraordinary history is well worth a visit.

### **Kalinjer Fort.**

The fort is situated on the Vindhyan ranges, and has seven gates. These gateways are Alam Darwaza, Ganesh Dwar, Chandi or Chaturbhuj Darwaza, Budha Darwaza, Hanuman Dwar, Lal Darwaza and Bara Darwaza within the fort are Sita Sej, Patal Ganga, Pandu Kund, Bhairon Ki Jharia, Manduk Bhairav and Mrigdhara.

### **CHANDERI**

Chanderi is 127 kms from Jhansi and 37 km from Lalitpur in Guna district of Madhya Pradesh state. It is connected with Lalitpur by regular bus service. The vast fort at Chanderi was built on a 200 mt high hill during the Mughal period. Its main gate is known as "Khooni darwaza". Chanderi is surrounded by hills, lakes and forests and there are several monuments of Bundela Rajput and Malwa Sultan, tourist attractions of Chanderi are.

### **Koshal Mahal**

According to historical records, Koshak Mahal was ordered to be built by Mahmud Khalji of Malwa when he passed through Chanderi in 1445. The mahal is divided into four equal parts and has a magnificent expression of Afghan architecture.

### **Shahzadi Ka Rouza**

The name is attributed to some unknown princes. The building is decorated on the exteriors with ornamental arches and a band of geometrical designs. Chanderi is still well known for its fine Muslim and brocade work.

These products have already made their mark in foreign markets. Chanderi sarees are especially popular.

### **Khajuraho**

Khajuraho or ancient 'Khajurvahaka' derives its name from the khajur tree( the date palm tree) which abounds in plenty in this region. This quiet sylvan retreat seems to have been an ideal religious sanctuary nestling in the lap of the Vindhaya Mountains. The place, if pictures speak, is a thousands words, a magnum opus, an expression of India sculptures of yore. The founder of the Chandela dynasty Nannka or Chandravarman ruled over central India in the 10<sup>th</sup> century. He constructed 85 temples dedicated to various gods on massive altars. The Chandelas were zealous patrons of art and architecture. The most important structure was built between AD 950-1150 during the reigns of Yashovarman. The palaces and gardens, spread over an area of several kilometers, have all vanished and now only 25 temples have survived. These from the pride of Khajuraho even ten centuries later, making it a picturesque sight of architectural miracles and one wonder as to how the mortal minds and hands could have conceived and executed these fantasies on stone. The murals and motifs depict scenes from hunting, Feasting, dancing and stress on the sensual and the erotic.

### **Panna**

This historic town was the capital of Chhatrasal, the founder of the Bundela kingdom. It is 44km. From khajuraho, and was named after Panna, anational warrior. Panna is noted for its temples of Baldevji, Kishorji, Govindhji, Prannatji, Jagannath Swami and Ram. The Panna National Park is a habitat of varied species of wildlife and is a worth seeing place.

### **Kalpi Fort**

Kalpi is located at a distance of 35 kms from Orai and 150 kms from Jhansi on Jhansi -Kanpur road. This city was established by Maharaja Basudev of Kannuj. The Chandela period is considered as the golden period of Kalpi. During this period a huge fort and a number of ghats were constructed here. This fort was the refuge of many freedom fighters in 1857 including Maharani Laxmi Bai. A historical battle was fought at this place between the forces of freedom fighters and Britishers.

### **Lanka Tower**

This tower is situated in Kalpi city. It is the only building in northern India constructed in the memory of Ravan. The main structure of this building is 1300 ft. high tower. There are 175 steps in this tower to reach the top. An 80 ft. high statue of Ravana installed on the tower. In the premises of this structure a number of sections like Ayodhyapuri, Janak Vitika, Lankapuri, Ashok Ban, Mathurapuri have been made for enacting different plays. In the upper section of the building there are a number of idols related to the lives of Ram and Krishan. There is a Shani and Shiv temples inside the Chitrugupta temple, which has marble statues of 27 Nakshastra, 12 Avatars and 4 Yugs.

### **Charausi Gumbaj**

This tomb is situated on Orai-Kalpi route at a distance of 2 kms from Kalpi. This tomb is situated on a mound. Creepers and flowers artistically decorate the walls of the central hall below the tomb and "Allah" is written in Arabic.



### ***Vyas Tila***

The creator of Purans Maharishi ved Vyas was born near Kalpi. The mound where the creator of 18 Purans lived and worked is known as Vyas Tila. A huge annual fair is held at this place.

## **Places of religious significance**

### **Jhansi**

#### ***Laxmi Mandir***

Located on the bank of the Laxmi Tal, is the Maha Laxmi Mandir. Constructed by the Gosains. This is an historic temple is a rare example of architecture. Devotees visit this temple with great felling of holiness.

#### ***St. Jude's Shrine***

This little pearl situated in the posh civil lines area of Jhansi is not a place of worship but also a beautiful example of modern architecture. Known to be the first shrine of St. Jude in whole of South-East Asia, the foundation of this shrine was laid on October 29, 1956. The massive domed building was completed in a short span of time and inaugurated formally on October 27, 1966 by his excellency Dr James Knox, the Apostolic Pronunceo to India. It was a Capuchin missionary priest Msgr Francis Xavier Fenech from the tiny island of Malta in Europe who popularized the worship of St. Jude in Jhansi. Way back in 1947, a temporary chapel was built in the Bishop's House and St. Jude's statue was installed on a side alter. The same statue now occupies an important place in the shrine.

Throughout the year, there is a constant flow of the devout to this shrine, irrespective of caste, creed or religion. During the solemn Novena and the feast of the saint in October, the shrine teems with thousands of pilgrims.

Pilgrims and tourist all over the world, especially on the occasion of St. Jude's feast in October, visit the shrine.

### ***Karguan Jain Temple***

This is famous Jain temple about 5 kms. On Jhansi-Kanpur road. Exquisitely sculpted idols are placed in this ancient temple, which has an inscription of the 13<sup>th</sup> century. Every year thousands of Jain pilgrims visit this temple and a big fair is also held celebrated every year.

### **Orchha**

The most popular of the rulers was Bir Singhju Dev who dedicated the Jehangir Mahal in honor of the great Moghal emperor, on his visit. The extraordinary beauty is in sharp contrast to an earlier building, adorned by colorful murals, known as the Raj Mal, which was built by his predecessor Madhukar Shah, within the same complex. Madhukur Shah was more religiously inclined and has significant contributions towards two prominent temples in Orchha, which have a very interesting background. He once had a dream that he should install the idol of lord Rama (a Vishnu incarnation at he brought from Ayodhaya. It was kept in a place, now known as the Ram Raja Temple which is the only temple where Rama is worshipped as a king. He then built a temple on a emissive platform, known as Chaturbhuj, where the idol was to be placed. It was decorated intricately with lotus emblems and other religious symbols. However the idol could not be moved. The King recalled too late, the deity's edict that the image would remain in the place where it first installed.

### ***Ram Raja Temple***

This palace turned temple has a charming legend attached to it. Following the dream visitation of Lord Rama, Madhukar Shah's wife Ganesh Kuanriwari brought a statue of god from Ayodhya to Orchha. The image was placed in a palace prior to its installation in a temple. When the idol proved impossible to move, the queen recalled too late, the deity's edict that the image would remain in the place where it was first installed. Orchha is the only place where lord Rama is worshipped as a King.

### ***Chhaturbhuj Temple***

Built upon a massive stone platform and reached by a steep flight of steps, the temple was specially constructed to enshrine the image of Lord Rama. Lotus emblems and other symbols of religious significance provide the delicate exterior ornamentation. Inside, the sanctum-sanctorum is chastely plain, with high, vaulted walls emphasizing its deep sanctity.

### ***Laxminarayan Temple***

The architecture style of the Laxminarayan Temple is unique synthesis of fort and temple moulds. The interiors have some of the most exquisite of Orchha's wall paintings, these murals are vibrant compositions and cover a variety of spiritual and secular subjects. They are in excellent state of preservation, with the color retaining their vivid quality.

### **Datia**

Datia is an ancient town, which is situated at a distance of about 34km. from Jhansi. It has been mentioned in Mahabharat as 'Daityavakra'. The most historic monument at Datia is the seven-storied palace of Raja Bir Singh JuDev, built atop a hill with splendid view all-around. A temple with

Mughal style frescoes and Gopeshwar Temple are other attractions here. Datia is also famous as a pilgrimage spot for devotees of Siddhapeeth Shri Peetambra Devi. Dedicated Peetambra Devi is the most glorious achievement here.

### **Sonagiri**

45km. From Jhansi, this sacred Jain hill lies 3km. To the north West of Datia. There are some 77 Jain temples, built along the hill and its slopes, dating back to the 17<sup>th</sup> century. Of these, the temple dedicated to Chatranatha, the 8<sup>th</sup> of the 24 Tirthankaras, is the most beautiful.

### **Deogarh**

Deogarh is situated at a distance of 123km, from Jhansi and lies in the district of Lalitpur, it has figured in the history of the Guptas, Gurjars, Pratiharas, Gondas, and the Muslim rulers of Delhi. It lies on the right bank of river Betwa, at the western end of the Lalitpur range of hills. Palaces of Tourist interest here are:

### **Dashavtar Temple**

This temple belonging to the Gupta period is the earliest known Panchayaatan temple of North India. The terraced basement above the high temple plinth is adorned with a continuous row of sculptured panels. A high carved doorway with Ganga Yamuna Figures led to the sanctum or Garbhagriha. Three big rathika panels set in the walls have Vaishnava mythological scenes carved in high relief- the Hajender moksha panel, Nara Narayan Tapasya and the Anantshayi Vishnu. The Dashavtar temple at Deogarh is noted for being the first northern Indian temple with a shikara or spire. Only the lower part of the shikara remains today.

### ***Jain Shrines***

There is a group of 31 Jain temple which is known for panels depicting scenes from Jain mythology, Tirthankra images, a Manastambha (votive pillar), Ayagpatta (votive tablet), Sarvato bhadra pratima (Jaina images visible from all sides) and Shastrakutta (pillar carved with a thousand Jain figures) are found here.

### **Mahoba**

Near Madan Sagar is the famous temple known as Kakarmath, built in the Khajuraho style of temple architecture. The Madan Temple dedicated to Vishnu also stands nearby. On an island in the lake stands Majhari, the ruins of another Vishnu Temple. Also to be seen is an old fort known as Qila Mismar, along with ruins of Parmal's palace. The celebrated Maniya Devi Temple, the massive stone pillar known as Deewat or Alha Ki Gilli and the Dargah of Pir Mubarka Shah, the tomb of a Muslim saint from Arabia, who settled in Mahoba in 1252 AD also stands in the fort area.

A roofless, granite, granite pillared baradari, known as Alha's Baithak, stands on the south east end of the embankment. A tunnel nearby is said to lead to the fort by the side of Madan Sagar. Near the Southern end of Madan Sagar are located the temple of Bari Chandrika Devi, the Shiva cave temple of Katheshwar and on the adjoining hillock, 24 rock images of Jain Tirthankars.

A sun temple, among the rare few still to be found in Northern India is located at Rahila Sagar.

### ***Kunds***

Mahoba has two famous Chandela period Kunds (pools) which are lined with granite slabs in a river pyramid shape.

### ***Gorakhgiri Hill***

The hill where Guru Gorakhnath resided is dramatic with massive granite rocks, perched atop one another in a wild and striking manner. A huge carved Gajantak Shiva figure in the foothills can also be seen. The spot is ideal for picnics and climbing excursions.

### **Chitrakoot**

#### ***Chitrakoot***

The hill of many wonders', nestles peacefully in the northern spurs of the Vindhya, a place of tranquil forest glades and quiet rivers, and streams where calm and repose are all pervading. This loveliest of Nature's gifts is also hallowed ground, blessed by the gods and sanctified by the faith of pilgrims. For Chitrakoot's spiritual legacy stretches back to legendary ages: it was in these deep forests that Rama and Sita spent eleven of their fourteen years of exile; here that the great sage Atri and Sati Anusuya meditated; and here where the principal trinity of the Hindu pantheon, Brahma, Vishnu and Mahesh, took their incarnations. Sufferers and seekers, poets and visionaries, princes and noblemen have, through the ages, sought and found solace in Chitrakoot, drawn inspiration from its sublime natural beauty, gained spiritual strength from its serene temples and in turn, become part of the hallowed legend that is Chitrakoot.

The fact that Bundelkhand region, during the epic era was under a dense forest is evident from the incidence of Ramayana where Rishi Balmiki advised Lord Ram to stay in the lush green forest area of Chitrakoot area, in his exile days. Even till date the average annual rainfall in this area is about 100cm. Chitrakoot is the celebrated pilgrimage town, which is located on the northern spur of the Vindhya. It has various mythological tales attached to



it, it was the abode of Lord Rama and Sita for eleven years when in exile. This holy city, the abode of the gods, is set in sylvan surroundings on the beautiful River Mandakini. It is dotted with innumerable temples and shrines today.

### **The places of tourist interests here are-**

#### ***Gupt Godavari***

It is a tiny rivulett flowing into the tanks at the end of an underground cave. It is believed that Lord Ram and his brother Lakshman held court, which has two natural throne like rocks.

#### ***Sati Anusuya***

13km. From Chitrakoot is the Sati Anusuya is located. A winding road through densely wooded hills leads to this spot. It was here that Maharishi Atri, his wife Anusuya and their three sons, Duttatreya, Durvasa and Chandrama (who were the three in incarnations of Brahma, Vishnu and Mahesh), are said to have meditated and now their idols are installed here. The Mandakini is believed to have been created by Sati Anusuya through her meditation

#### ***Sphatik Shila***

This unique and most picturesque spot is located on a huge rock. It is said that Lord Ram and Sita used to sit here and display enjoy the scenic beauty of the place.

#### ***Janki Kund***

This is cave over the Mandakini.

### ***Hanuman Dhara***

Located on a steep hillside, it is approachable by a flight of 360 steps. Here the waters of springs tumble over an image of Lord Hanuman.

### ***Kamadgiri***

Kamadgiri, the original Chitrakoot is a place of prime religious significance. A forested hill, which is skirted all along, its base by temples revered to as the holy embodiment of Ram. The Bharat Milap temple is also located here.

### ***Ram Ghat***

Devotees of all ages take the ritual purifying dip in the waters at the Ram Ghat. The evening Arti at Ram Ghat is a unique experience for the devotee as well as for the tourist.

### ***Bharat Koop***

This place is 18kms from Chitrakoot on Chitrakoot - Banda Road. It was this place where Bharat stored holy water collected from all the places of pilgrimage in India for the coronation of Rama. Therefore a dip at this place has great religious significance.

### ***The Bharat Milap temple***

It is located here, marking the spot where Bharat is said to have persuaded Ram to Persuade him to return to the throne of Ayodhya. Many are the Faithful who perform the ritual circuit (parikarma) of about 4 miles, of this sacred hill, to ask for a boon or a blessing.

### ***Balmiki Ashram***

This ashram of Maharishi Balmiki is located on a forested hill on BandaAllahabad road at a distance of 20 kms from Chitrakoot. Balmiki river flows at base of the hill. At the top of the hill a idol of Maharishi Balmiki is installed in a temple. It was in this ashram that Maharishi Balmiki suggested Rishi Ram to stay at Chitrakoot.

### ***Chanderi***

#### ***Jama Masjid***

With imposing domes and long arcades, this is possibly one of the biggest mosque of Madhya Pradesh.

#### ***Jain temples***

The old Chanderi city has a number of Jain temples of 9<sup>th</sup> and 10<sup>th</sup> centuries. They attract thousand of Jain pilgrims from all parts of the country every year.

#### ***Kakra Math***

It is a temple built by Raja Madan Varman in the centre of MadanSagar. It is a beautiful piece of Chandelian architecture.

#### ***Maniva Deva Temple***

The last Chandela King Parimal Deo built it in the 12th century. It is dedicated to the tutelary deity of the Chandela Kings. In front of it, stands an old monolithic granite pillar ornately carved with chains and bells suspended from four lion-heads.

### ***Kothi Tirath***

About one and half km from Bak Sidh on the same mountain is another, very picturesque spot the Koti Tirth. A waterfall runs over here, which vanishes in the mountain. It is said that when Ram reached Chitrakoot many Gods and Goddess visited him and stayed at this place.

### ***Jalaun District***

This district of Jhansi region has its district headquarters located at Orai which is 24 kms from it. Orai is on the Jhansi -Lucknow route at a distance of 113 kms from Jhansi and is well connected by rail and road with Jhansi. The places of tourist interest in this district are:

### ***Kila Ghat temple***

This ancient temple is situated on the bank of Yamuna below the Kalpi fort. The idol of Shiv installed here is 1000 years old. Maharani Lami Bai was a regular visitor of this temple when she stayed in this fort during 1857.

### **Khajuraho**

In the temple architecture of India, the Khajuraho complex remains unique. One thousand years ago, under the generous and artistic patronage of the Chandela Rajput kings of Central India, 85 temples, magnificent in form and richly carved, came up on one site, near the village of Khajuraho. The amazingly short span of 100 years, from 950 AD - 1050 AD, saw the completion of all the temples, in an inspired burst of creativity. Today, of the original 85, only 22 have survived the ravages of time; these remain as a collective paean to life, to joy and to creativity; to the ultimate fusion of man with his creator. Why did the Chandelas choose Khajuraho or Khajirvahila - garden of dates, as it was known then - as the site for their stupendous

creations ? Even in those days it was no more than a small village. It is possible given the eclectic patronage of the Chandelas and the wide variety of beliefs represented in the temples, that they had the concept of forming a seat of religion and learning at Khajuraho. It is possible that the Chandelas were also believers in the powers of Tantrism; the cult which believes that the gratification of earthly desires is a step closer to the attainment of the infinite. It is certain however, that the temples represent the expression of a highly matured civilization. Yet another theory is that the erotica of Khajuraho, and indeed of other temples, had a specific purpose. In those days when boys lived in hermitages, following the Hindu law of being "brahmacharis" until they attained manhood, the only way they could prepare themselves for the worldly role of 'householder' was through the study of these sculptures and the earthly passions they depicted.

All the existing temples are divide into three geographical blocks, the western, eastern and the southern. The western block is the biggest and the richest in artistry. The walls doorways, friezes, pillars, ceiling, every inch in exquisitely carved with subtly modeled, lively and intricate figures displaying great balance and poise, sensitivity and warmth. The niches of the walls are dominated by cult deities, Shiva, Vishnu, Brahma, Parvati, Surya, Lakshmi, Agni, Narayan, Ram, Sita and Hanuman each with attendant divinities making oggering such as lotus flowers, garlands, water jars etc. with even the minutes of details seen in their dress, ornaments, mirrors etc.

## **Western Group Of Temples**

### ***Lakshman Temple***

Built in AD 930-950, it is the earliest and the best- preserved temple of Khajuraho. It is dedicated to Vaikuntha- a form of Vishnu distinguished by three heads, respectively of loin, man and boar. The lintel over the entrance

of this beautiful Vaishnavite temple shows the trinity of Brahma, Vishnu and Shiva with Lakshmi.

### ***Chitragupta Temple***

Built around AD 1000-25. Facing eastwards to the rising sun, the temple is dedicated to the sun god Surya. The image of the deity in the inner sanctorum is particularly imposing: five feet high and driving a horse driven chariot. The group scenes depict royal processions, hunting scenes and group dances, reflecting the lavish lifestyle of the Chandela courts.

### ***Vishwanath Temple***

Built in AD 1002 by Dhanga, Three headed image of Brahma is enshrined in this temple. The approaches equally impressive with lions flanking the northern and elephants the southern steps that lead up to it. A finely polished image of Nandi, Shiva's sacred bull faces the shrine.

### ***Kandriya Mahadeva Temple***

Built in AD 1025 - 50 by Vidyadhara. It is the largest and architecturally the most perfect monument at Khajuraho, it soars about 30 meters high. It is dedicated to Shiva and houses a marble linga flanked by images of Brahma and Vishnu. The main shrine is exquisitely carved and feature in delicate detail, gods, goddesses, celestial maidens and lovers. Particularly noteworthy are the entrance arch, the ceiling and pillars of the interior compartments.

### ***Matangeshwara Temple***

Still a living place of worship, the temple is dedicated to Shiva, has an eight feet high lingam. A large fair is here on Shivaratri.



### ***Chaunsat Temple***

The only granite temple and the earliest surviving shrine of the group (900 AD) are dedicated to Kali. Only 35 of the original 65 shrines remain.

## **Eastern Group Of Temples**

### ***Paraswanath Temple***

It is built in AD 950-70 during Dhangas reign. The sculptures on the northern outer wall are particularly noteworthy. The themes depict everyday activity in charming details. Inside the temple, a throne faces the bull emblem of the first tirthkara, Adinath. The Paraswanath image was installed in 1960. A pair of Apsaras hanging from the central pendent of the porch is striking.

### ***Ghantai Temple***

This Jain temple has a frieze which depicts the 16 dreams of Mahavira's mother, and a Jain goddess on a winged Garuda.

### ***Adinath Temple***

Dedicated to the Jain saint Adinath, the temple is lavishly embellished with sculptured figures, including Yakshis.

### ***Brahma Temple***

Building around AD 900, it stands on the banks of the historical Khajuraho Shivasagar Lake and houses a four-faced Shivalinga which originally was mistaken for Brahma. It is adorned on its outer walls with carvings of Apsaras in a variety of sensuous attributes.

## **Southern Group of Temples**

### ***Duladeo temple***

Dedicated to Shiva and it dates back to AD 100-50. The apsara & ornamental figure are the striking features of the temple.

### ***Chaturbhuj Temple***

This temple has a massive intricately carved image of Vishnu in the sanctum.

## **Folk art and craft**

Bundelkhand region has created its grandness in the annals of history, it possesses ancient "Narmada" civilization and is surrounded by the range of "Vindhyaachal". It has always been famous for its bravery, valiance, heroism deeds, valour, religiousness, art and culture.

Ancient names of Bundelkhand are as follows – Chedi, Dasharn, Atvick, Madhaya desh and Jaijakhukti. It has been reigned by Mauryas, Shungas, Satavahans, Vakatakas, Gupta, Pratihara, Rashtrakutas, Chandela and Bundelas.

The geographic location shows that it lies in the lap of scenic beauty such as mountain ranges, rivers, green forests etc. Bundelkhand is also called region of ten rivers viz. Ken, Dhasan, Pahuj, Betwa, Sindh, Yamuna, Narmada, Tons, Jamini and Chambal. Except Vindhyaachal range of mountains, other ranges are also present such as Swarnagiri, Hansparvat and Satpuda ranges. In the middle region of these mountains many multipurpose as well as medicated herbs and shrubs are found.

Bundelkhand is identified as a great land of brave soldiers. The forts, temples and antiquities have always been part and a parcel of place of

tourists interest as well as art and culture of the following areas has also made special position.

During the reign of Mauryas, Guptas, Pratiharas and Chandelas many elegant forts, temples and buildings were constructed and reported form anals of history. The main places are as follows – Orchha, Datia, Mahoba, Lalitpur, Khajuraho and Jhansi. The ceilings and walls of forts, temples and buildings are richly decorated with beautiful paintings. In the sculptures of temples the skillness of workers are clearly visible.

The development of Bundeli art began during reign of "Chandela". During that period the background of paintings are done by lime mixed with oil and in this the brown, blue and yellow colour were mixed which was nicely crushed. The out lines of the following pictures are made by black charcoal or the "Geru" (Orche). In between these out lines different colours are filled in which they does not follow the technique of lights and shadows. They are totally plane. They mainly drew Gods, Goddess, DemiGod, wome, men, birds, beasts and different daily chores and also followed the tales of "Panch Tantarar" and epics. These kinds of elegant paintings are found in "Vishnu Temple" Madanpur (Lalitpur) etc.

During the reign of Sikanadar Lodhi (1488-1517 A.D.) Gwalior was ruled under the Kingdom of Aman Singh Tomar (1486-1516 A.D.) Sikandar Lodhi was a art lover and hence the development of art and culture during his reign in Gwalior was at topnotch. The paintings are known as "Gwalior paintings" In 1518 AD. Lodhi's conquered Gwalior thus the painters of following area got scattered through out the reigon. Till this period the paintings were done in one region and later they began their own small units of painting region wise. There is an account that before Tomars. Gwalior was reigned by Chandelas due to which the combination of these culture gave a new form of Bundeli art. After this, art was infulenced by Mughals and Rajputs their examples are seen in temple and palaces of "ORCHHA" and "Datia".

In the rooms of palaces the designs on walls are made ,by making the surface smooth by applying the lime and oil, so that lime could'nt soak the colours into it. The colours were than mixed with glue and boiled in water to make the colours permanent. Some times to make the colours smooth, they added wax in the colours. The colours used were either natural or local as from the Duddi stone mud colours, backed tiles powder, Charcoal, Iron rust, sooth of smoke, tree barkm carrot flower, turmeric, Indigo, Geru and yellow mud etc. These colours were mixed together to form new colours. The painters prepare these colour by their self understanding and experience through Rajasthani and Mugal painters.

In Datia the "Satkhand" palace contain both paintings and carving on its walls. Over the surface of lime the two and three mm. Thick of Marble paste was placed and over this "Hirmiji" paste was applied with the help of a handy instrument "Nahalla" by whick the out lines of pictures was carved. This kind of painting is similar to mughal painting.

During this time the "Bundeli Art" was influenced by both Rajasthani and Mughal arts. The artists of Bundelkhand mainly drawn miniatures on the regional handmade paper locally known "Chattarpuri paper". To creat baeautiful and elegant paintings painters made brush by themselves. They stick the layers of paper and form thick paper, then the surface was made smooth by white lead (Safaida). The vegetable and minieral colours were used such as yellow mud. Indigo extract, red mahavar etc. The colours were made permanent by adding glue.

In the paintings God and Goddess. Kingly pomperness kings and queen of that period are depicted. The gaps are filled with the depictions tress and clouds etc. Portrait depiction was the main subject of paintings. The artist were not skilled to paint actual faces but they have full command to draw their dresses. Some of the traditional dresses are Kataiya, Garga, a large waist cloth, Marathi Dhoti, Paag, Saffa, Pagdi and shoes are, Panaiya, Pissori shoes etc. were drawn.

The land of valour "Bundelkhand" has always been famous for their heroic deeds. Due to this the men, women and others were drawn in a posture of bravery. The human features have always raised eye brows, eyes are widely open, pigeoned chest which shows energetic posture. The paintings, are drawn with side poses showing half face and men are shown with moustached occasionally.

Bundelkhand region has its own folk identity which can be seen through various basic folk art forms nurtured by the philosophy of "Satyam Shivam Sundram." The collective aspirations and faith of the people of this region gave rise to the folk tales and the oral traditions on the one hand, and on the other to the various concrete forms of folk art.

The folk art of Bundelkhand relates with the descriptions of the numerous auspicious occasions, festivities and rituals associated with the life cycle, the daily routines of the common people and the operations involved in agricultural production. The folk art forms are the traditional methods of expressing the collective consciousness of the society and the people. The materials used in the art forms are easily procured from the surroundings. Wheat flour, rice, turmeric indigo extract (blue), red mahavar, carbon black, cow dung, muds of different colours etc. have been used.

In Bundelkhand, during festive and auspicious occasions the ground in front of the main entrance is coated with cowdung paste and various geometrical designs are made on it using wheat flour and dry colours. They are called "UREN". On the walls of the main entrance or near sacred spots, raw cotton dipped in ochre (Geru) solution is pressed on the walls. The downward flow of the dripping solution creates "DHARKONA" Patterns on the walls said to be representative of the Gods Worshipped. On the full moon day of the month of Chaitra (April) mothers with male offspring observe fast and worship. On a fresh earthen pot the figures of a mother and son are drawn exterior and the pot is then filled with sweets. This occasion is called "CHITIPUNE". On the second day of the dark fortnight of the month of



vaishakh (May) Mothers with male off spring observe the ritual of "AAS MAI" worship. On separate betel leaves, using turmeric or sandal wood paste, figures of Goddesses representing Hunger (Bhookh mai), Thirst (Pyaas Mai), Sleep (Neend Mai) and Faith (Aas mai) are drawn and worshipped.

On the full moon day of the month of Ashadh (July-August) the eldest female member of the household, prepare the inner walls of the pooja room with a coat of cowdung paste, paints figures representing the daughters in law of the family with turmeric. On the Amavasya day of the month of sawan, girls are worshipped as embodying the mother Goddess. The inner walls of the pooja room are coated with a layer of cowdung paste and figurines (Puntariyan) are painted over them. On the door of the main entrance draw two figures "SONI-SONA" by using Geru of mixture of turmeric and rice power. In the same manner the fifth day of the bright fortnight of the month of Sawan (July-August) is celebrated as "Nag Panche". The women paint their house with the figures of snake on the main entrance wall or inside walls using charcoal, Geru of cowdung and worship them. "SAWAN SUDI NAME" festival is observed on the ninth day of the bright fortnight of Sawan (July-August). Inner wall of the house are decorated with geometrical figures. They are called 'Shiv' and 'Parvati' Its drawn with lime colours. On the same day surface of earthenpots, used for storing grains (Kuthla), nine figures, representing the "NAVGRAHAS" or the nine Goddesses are painted using cowdung with fine yellow clay to bring prosperity to the family and establish harmony between the husband and wife. Both the husband and wife performed pooja by offering sweets.

The Sixth day of the dark fortnight to the month of Bhadrapad (Aug-Sep.) is the birthday of Lord Balram, the elder brother of Lord Krishna. His birthday called "HARCHHATT". The walls are coated first with the buffalows dung and ground rice mixed with water is used to paint scenes based on the tales, on this occasion.



The birthday of Lord Krishna is celebrated on eighth day of the dark fortnight of Bhadrapad (Aug-Sep). Traditionally the walls of the house are painted with colourful scenes associated with the birth of Lord Krishna. On the second day of the bright fortnight of either "Bhadrapad" (Aug-sep) or Magh' (January) this pooja is observed. Family members excluding girls and outsiders are allowed to partake in this pooja on a board or inner walls of the pooja room coated with cowdung and then coated with lime, figurines are painted using ochre (Geru or turmeric).

'SUATA' is a folk festival played by children. The festival starts from the first day of the bright fortnight of the month of Ashwin (Sep-Oct). till the full moon day. The rituals are divided into four parts. Suata, Tesu, Jhinhia, and the wedding of Tesu and Jhinhia. The idol of Suata, made of mud is placed on the wall facing east and is decorated. Every day girls draw different colourful designs, on the ground in front. The story is told that the demon suata used to terrorise girl. Under the protection of Suraj Bali and Chandra Bali, two self proclaimed brothers, the girl prayed to the deity Goraji to liberate them from the demon. Finally the brave Tesu killed the demon and married his daughter Jhinhia. Mother Goddess Durga embodying divine energy (Shakti) is worshipped on the eight day of Navratri festival. The wall of the pooja room are decorated with figures of Durga and her Trishul weapon. They are drawn using Roli or Sindur mixed Ghee and then worshipped with proper rites.

On the Deepawali festival the inner wall of the house are decorated with geometrical designs called "Surati" The sixteen cell geometrical pattern drawn with Ochere (Geru) is said to represent Goddess Laxmi and God Vishnu. On the fourth day of the dark fortnight of the month of Kartik (Oct-Nov.) married women observe fast. They pray for the long lives of their husbands. The walls, after being coated with dung paste are used for drawing scenes related to folk tale of 'Karwa-Chauth', using solution of ground rice in water.

Another folk painting are; colourful "Ahoi Astami" geometrical chowk of "Devthan" designs using wheat flour and ochre, Dasshara, etc. On the occasion of the birth of a child, this symbol is decorated with cowdung on the entrance wall of the labour room its called, "Bhaye Ki Saathiyan". "Chiteri Art" is a special form of folk art of Bundelkhand . On the auspicious occasions like weddings the walls of the main entrance are decorated with lime colours as a matter of custom. Gods & Goddess, bride and the groom, musical instruments, flowers, leaves and other items appropriate to the occasions are depicted. These art forms are created with a free and unfettered hand and hence are loose structured and free flowing. This fluidity and freeness infinitely expands the scope for creative expression, thus giving us a holistic view of human life and nature. This in turn inspires the viewer to lead a life based on mutual co existence and harmony Craft of Bundelkhand has made special position too.

### ***Earthen statues and toys***

The idoles related to worship of God and Goddesses are usually made, for example Lord Ganesha and Laxmi, Lord Shiva and Parvati etc elephants, "Gaur" (related to Goddess Parvati) are made of black clay. On the occasion of "Sankranti" horse cart with wheels. (Gaida-ghulla) are made up of clay, toys for children are also available such as parrots, elephant, dolls, lions etc. These idols and toys are easily available in local fairs and visiting places. "Koncha Bhawar" is famous for their earthen wares.

### ***Handicraft***

Dolls made up of clothes known as "Putra Putaria" are commonly found. The crowns on the heads of bride and bride groom made of date leaves are placed, commonly known as "Maur" these are elegant examples of handi craft. House hold equipments as winnowing baskets, ropes, purses

and "Bijna" (hand fan) "Kudai" (use to balance earthen wares on head) are manufactured by Kusha grass, long weeds, bamboo and willow weeds etc.

### ***Wood Craft***

Various articles such as doors, door frames equipments of frming, wooden grinders, Mandup (related to marriage), boxes, inkpots, beds, toys, caskets are available in wood, these articles though do not contain special carving, thus they differentiate from the other parts of India. Children wooden toys are also made viz "Chakri", "Bhaura", "Chapaita" etc. On the divine land of , "Chitrkut" the beautiful artcils of wood are manufactured.

### ***Metal Craft***

Bundelkhand is one of the agricultural oriented area where the equipment for farming are made up of solid metal iron. From the ancient time the war equipments are also casted which are now placed in personal as well as in local museums.

The jewellery of gold and silver are beautifully designed. They have the traditional looks and having names quite unique from other areas. The manufactures for these kinds of jewelleries are easily found in "Jhansi" and "Datia", "Panna" (Chhattarpur) is famous for its diamond mines. House hold wares are usually made up of copper, Brass and Bronze etc these kinds of wares are found and manufactured in "Chhattarpur" Decorative piece and statues of Bronze are made ot " Jakhora (Lalitpur), Datia, Srinagar (Mahoba) etc.

### ***Craft Industry***

Many industries of Bundelkhand has retaines theier position at national and international level. On the bank of river "Ken"at "Banda" a stone found named "sajar" stines is famous. This stone has a specialty that it can easily cast the natural image on its surface. This adourable statues are

made up of "Gaura stone are found in village Gaurhari (Charkhari ) and "Kailguwa" (Lalitpur).The Granite stone of Lalitpur are world famous in the form of tiles.

The woven saress of "Chanderi". The hand made paper and carpet industry of "Kalpi" and handloom made clothes of "Ranipur" (Jhansi) are renowned name in craft industries. The grandness of Bundelkhand has been increased by art, folk art, crafts and other glorious displaying arts is a treasure of the area due to which the charisma of the area is infulensable.

## **Fairs and festivals**

### ***Jhansi Mahotsava***

The Jhansi Mahotsav organized by the Department of Tourism, U.P: 28th Feb. to 4th March, 2001 in the blissful occasion when the galaxy of Bundelkhand culture comes into focus brilliantly. The glorious heritage with added dimensions of art and culture of the vast Bundelkhand region dazzles before the eyes in this festival. Jhansi is not only a city; virtually it is revered as the Shaktipeeth, of modern era for being the citadel of the valiant Rani Lakshmi Bai whose sword remained a terror for the mighty Britishers during the uprising of 1857. For the historians, she was a wonder-women-warrior but for the Indians she was the goddess of fighting spirit incarnated. Numerous folklores & folk songs and of course, literary pieces have been composed in praise of her undaunted courage and undeared valour. Jhansi Mahotsav in a way is a humble tribute to the legendary young 'Rani' preferred to lay down her life for the honor of her motherland than to compromise with the imperialistic power. Jhansi is the gateway to Bundelkhand, which covers six districts of Uttar Pradesh and five of Madhya Pradesh. Geographically harsh and hard, it is profusely rich in folk culture. Communication was not easy in the olden times and that gave rise to variety in folk songs and folk dances representing the local characteristics of the

sub-regions. Jhansi Mahotsav is the occasion when a panorama of styles in folk culture is featured at one venue. Renowned folk artists from all over the Bundelkhand region and luminaries of classical music mesmerize audience with their performances. Bundelkhand is also known for its love for the traditional craftsmanship. The visitors remain wonderstruck before the treasure of the artifacts presented in the fair during the Mahotsav days. Jhansi draws hordes of tourists every year. According to Viresh, over 2 lakh tourists visited the city last year while about 5 lakh visited Jhansi during the Jhansi festival alone. Most of the tourists are foreigners, while a majority of domestic tourists are from Bengal, Maharashtra and Madhya Pradesh.

### ***Khajuraho Festival***

The Khajuraho Festival of Dances draws the best classical dancers in the country who perform against the spectacular backdrop of the floodlit temples every year in February/March. The past and the present silhouetted against the glow of a setting sun becomes an exquisite backdrop for the performers. In a setting where the earthly and the divine create perfect harmony - an event that celebrates the pure magic of the rich classical dance traditions of India. As dusk falls, the temples are lit up in a soft, dream-like ethereal stage. The finest exponents of different classical Indian styles are represented- Kathak, Bharatnatyam, Kuchipudi, Odissi, Manipuri, and many more. This fascinating Son-et-Lumière spectacle evokes the life and times of the great Chandela Kings and traces the story of the unique temples from the 10<sup>th</sup> Century to the present day. Mounted in the complex of the Western Group of temples, the 50-minute show runs in Hindi and in English every evening. Amitabh Bachchan, the Indian super star, narrates the story of Khajuraho in his mesmerizing voice. Bundelkhand gives special preference to its culture and the festival. Following are the festivals which are celebrated at Jhansi besides Diwali, Holi, Dussera and Rakshabandan



### ***Ganga Dussera***

It is believed in India that taking a bath at river Ganga would destroy all the sin of a person. So Ganga Dussera has a special preference.

### ***Nirjala Akadasi***

On this day people keep fast. According to mythology, it is believed that it is a great virtue to give gift to the Bhramins.

### ***Dolgyas***

It is also known as the "Jalvihar Ka Mela". On this day Lord Ganesh's "Visarjan" in the river takes place.

## **The following festivals are common to all states of India:**

### ***Republic Day***

January 26th: Patriotic celebrations of the day when India became a Republic.

### ***Good Friday***

March-April: Church services are held on this solemn occasion.

### ***Holi***

March: Irrespective of age and gender, people play with colors and savour goodies.

### ***Shivaratri***

March: Worship of Lord Shiva marked by fasting and offerings at temples.



***Mahavir Jayanti***

April: Worship of Lord Mahavir by the Jain community.

***Ramnavami***

April: Worship of Lord Rama by reading the Ramayana during the preceding eight days.

***Buddha Purnima***

May: Worship of Lord Buddha by the Buddhist community. An ideal day to visit a monastery.

***Summer festival***

May: Cultural extravaganza with fun and frolic in almost all the important hill stations of India

***Independence Day***

August 15th: Celebrating Indian Independence from the British with a right mix of patriotism and joy.

***Raksha Bandhan***

August: A touching festival when a brother pledges to protect his sister after she ties a Rakhi (simple and colourful bracelet) in his right wrist

***Dasera***

October: A nine-day festival also known as Navratri in Gujarat and Maharashtra and Durga Puja in West Bengal. Worship of the Goddess of Strength

### ***Diwali***

October: Most important festival of India when houses are decorated with lights and firecrackers are burst

### ***Gandhi Jayanti***

October 2nd: Celebrating the birth anniversary of the Mahatma by organising blood donation camps and other social service activities

### ***Christmas***

December 25: Celebrating the birth of Jesus Christ in typical global fashion

### **Traditional Costumes of the people of Jhansi**

The men wear Dhoti and Kurta with Gamcha, where as women wear sarees. The staple diet of people of Jhansi is generally very simple and tasty. Food, which is popular among the people of Jhansi, is Daal (Pulses) and Chawal (rice), Samosa, Pakoda's, Jalebee etc.

### **OTHER RESOURCES**

This magnificent building with several galleries has ancient art and sculptures, paintings, arms and ornaments, relating to Bundelkhand region, on display. Photography is permitted in the museum but for this one has to pay Rs 10. Opposite the museum is the Laxmibai Park, which has an impressive life-sized statue on a tall pillar of Rani Laxmibai astride her horse. Within the park is a huge road roller, no more in use, which at one time must have been extensively used for the construction of roads. That it was of foreign origin was evident. Its antiquity and impressive appearance cannot but fail to draw the attention of visitors to the park.

The origin of the Bundela dynasty in the 11th century is traced to a Rajput prince who offered himself as a sacrifice to the mountain goddess Vrindavasini; she stopped him and named him '*Bundela*' (one who offered blood). The dynasty ruled over the area between the Yamuna and Narmada rivers. Garhkurar, once capital of the Bundela Rajas, fell to the Tughluqs just as that dynasty was weakening. Into the vacuum that they left, the Bundelas again expanded, moving their base to Orchha (meaning hidden). Raja Rudra Pratap threw a wall around the existing settlement and began work on the palace building (c. 1525-31) and an arched bridge to it. This was completed by his successor Bharti Chand (1531-54) who was installed in the Raj Mahal with great ceremony.

Orchha's grandeur has been captured in stone, frozen in time, a rich legacy to the ages. In this medieval city, the hand of time has rested lightly and the palaces and temples built by its Bundela rulers in the 16th and 17th centuries retain much of their pristine perfection. Orchha was founded in the 16th century by the Bundela Rajput chieftain, Rudra Pratap, who chose this stretch of land along the Betwa river as an ideal site for his capital. Of the succeeding rulers, the most notable was Raja Bir Singh Ju Deo who built the exquisite Jehangir Mahal, a tiered palace crowned by graceful chhatris. From here the view of soaring temple spires and cenotaphs is spectacular.

Complementing the noble proportions of their exteriors are interiors which represent the finest flowering of the Bundela school of painting. In the Laxminarayan Temple and Raj Mahal, vibrant murals encompassing a variety of religious and secular themes, bring the walls and ceilings to rich life.

### **Lalitpur**

This district of Bundelkhand region is very famous for its granite stone. It is 90km from Jhansi and well connected by train and bus service

from Jhansi. There are 10-12 ordinary type of hotels and restaurants, cinema halls, shopping centers, banks, post offices, hospitals and nursing homes. The local transport vehicles are Tongas, Auto and cycle rickshaws.

The tourist attractions in and near Lalitpur district are Talbehat Fort, Pavagiri, Jain temple, Matatila dam, Deogarh and Chanderi.

### ***Talbehat Fort***

This fort is situated on Jhansi-Lalitpur road at a distance of 45km from Lalitpur. Raja Mardan Singh, a close associate of Maharani Lakshmi Bai, built it. The fort has an ancient temple, which is beautifully decorated, by paintings representing the exquisite art of Bundelkhand.

### ***Pava Giri Jain Temple***

This temple is situated on jhansi-lalitpur road at a distance of 47kms from lalitpur. This temple is of importance from archaeological point of view and is located in very picturesque natural surroundings.

### ***Mata Tila Dam***

Mata Tila Dam was constructed during 1952 to 1958 on the river Betwa. This dam is located on Jhansi-Lalitpur road in Lalitpur district 60kms. From Jhansi and 30kms from Lalitpur. Daily bus service is available up to the dam from Jhansi and Lalitpur. The length of dam at left side is 1200ft and at right side 6250 ft. near dam there is a temple of the goddess mata on a tila (hillock), which is approach by a path of rough stones. There is well laid out garden here with beautiful illumination arrangements which slightly resembles Vrindaban gardens of Mysore. Close to the dam is an inspection house of irrigation departments, which offers a nice view of reservoir, and water falls. Restaurants and resting places for visitors are not available here.

### Deogarh

It is situated on the right bank of Betwa at a distance of 123kms from Jhansi at the western end of the tableland of the Lalitpur range of hills in extremely picturesque natural surroundings. Distance of Deogarh from Lalitpur is 33kms. The nearest railway station is Jalaun about 11kms away. Buses are available from Lalitpur. The tourism department has a tourist bungalow in addition to well managed Dharmshalas. Deogarh has great antiquarian, epigraphical and archaeological importance and figures of Gupta's, the Gurjara, Pratiharas, the Gondas, the Bundelas, the Marathas and the British. It possesses the remains of a fine Vishnu temple of Gupta period and a group of old Jain temples. The former is also known as Sagar Math. The exquisite execution and beautifully carved panels of the temple have called forth the remark that "few monuments can show such high level of workmanship, combined with ripeness and rich refinement in its sculpture effect as the Gupta temple at Deogarh".

Perhaps somewhat later origin but no less rich in archaeological and epigraphical value is a group of Jain temples situated inside the fort of Karnali on the hill overlooking Betwa. Some 31 of these are still standing. Some of the panels depict scenes from Jain mythology and there are typical pieces of Jain architecture and sculpture as the Manasthamba (votive pillar), Ayagapatta (votive tablet), Pratima-sarvato-bhadrika (Jain image visible from all sides) and Sahastrakuta (pillar carved with a thousand Jain figures). Thousands of pilgrims visit these temples every year.

## **CHAPTER – VI**

- (i) Tourist traffic trends and existing tourism infrastructure & tourist traffic trends
- (ii) Tourist traffic trends to destinations
- (iii) State of tourist infrastructure
- (iv) Overview on planning & policy structures



## **Tourist traffic trends & existing tourism infrastructure in Bundelkhand**

This chapter deals with the tourism inflow in Bundelkhand and efforts of government for the promotion of tourism in the region.

### **Tourist traffic trends to destinations**

Bundelkhand is the region with different types of attractions for different tourists. On the one side it has heritage properties and other side attractions like river Betwa. It has different religious monuments for different regions and on the other had exotic place like Khajuraho. Different sources say that khajuraho attracts maximum number of foreign as well as Indian tourists. During going to Khajuraho tourists also visit Jhansi, Orchha, Mahoba etc. In the arrival of foreign tourists second place is Jhansi. Foreigners visit Jhansi to see the world renowned Rani Laxmi Bai's place from where she challenged the British government and fought with a great courage till her death. Orchha is also a place with potentiality of tourism and attract a considerable amount of tourist because with natural beauty it has Ram Raja Mandir. Chitrakoot is also famous among tourists and tourists visit this place as religious tourist because this place is mentioned in Ramayana and has a great significance for Hindus. Tourists also visit Bundelkhand to see Jhansi Mahotsava and Khajuraho festival. Bundelkhand is not the region with only specific tourism potential. Bundelkhand with the convenient accessibility from all sides of the country can do miracle in the field of tourism. It has different attractions, which can attract the tourists for the whole year. Rainy season in Bundelkhand is a great attraction for the tourists. If this fact is promoted this can work as a tourism booster.

Table - XVI

## ANNUAL TOURIST STATISTICS - 1996 - 1998

TOURIST PLACE	1996			1997			1998		
	INDIAN	FOREIGN ER	TOTAL	INDIAN	FOREIGNER	TOTAL	INDIAN	FOREIGNE R	TOTAL
2	3	4	5	6	7	8	9	10	11
1-JHANSI	182200	5508	187708	194500	5720	200220	301709	6594	308303
2-BANDA	86000	88	860088	90146	76	90222	115623	95	115718
3-KALPI	68400	25	68425	69128	18	69146	78986	28	79014
4-LALITPUR	57305	325	57630	72138	1250	73388	10890	1503	12393
5-CHITRAKUT	270525	203	270728	274323	80	274312	354525	385	354910
6-DEVGARH	41205	295	41500	60449	1200	61649	90741	1366	92107
7-KALINGAR	85305	70	85375	87830	10	87840	130115	60	130175
8-MAHOBHA	69325	85	69410	150000	38	150038	210511	70	210581
9-CHARKHARI	120000	08	120008	120898	13	120911	151215	25	151240
10-RAJAPUR	55000	16	55016	59741	27	59768	80520	102	80622
TOTAL	1035265	6623	1041668	1179062	8432	1187494	1524835	10228	1535063

**State of tourist infrastructure**

Jhansi, which is gateway of Bundelkhand, is a thriving town and a railway and military Junction/headquarter. It is the biggest urban center of the region and is well connected with other parts of India, as it is a junction station of the following rail routes: -

- Delhi-Bombay
- Delhi-Hyderabad
- Delhi-Madras
- Delhi-Trivandrum
- Delhi-Mangalore
- Delhi-Banglore
- Delhi-Pune
- Delhi-Bhuwnasheswar
- Gorakhpur-Lucknow-Bombay
- Ahmedabad-Lucknow
- Gwalior-Hawrah
- Gwalior-Allahbad-Varanasi

Except Khajuraho Jhansi is the only place where there are good standard hotels in name of quality hotels. There are two three star hotels with modern amenities and suitable tariff for all categories of tourists. U.P. State Tourism Department has also a hotel.

There are many decent restaurants, bars, cinema halls, shopping centers, banks, post offices, PCO's, hospitals, nursing homes and travel agents. Railway station has the facilities of cloakroom, refreshment centers, retiring rooms, waiting rooms, bookstalls, mobile shops, police station, PCO's and computerized reservation center and reception counter of M.P and U.P. State Tourism Departments. Bus stand is about four Km. Away from railway station from where the buses of different routes of Bundelkhand can be got. From the railway station there is also facility of bus organized by M.P. Tourism. The local transport vehicles are tongas, tempos and autorikshaw. The autorikshaws do not have any fixed fares therefore bargaining is quite prevalent.

### **Overview on planning and policy structures**

Department of Tourism plays a vital role in promotion of tourism. Tourism department analyze tourism prospects and make planning according to it.

### **TOURISM DEPARTMENT**

#### **Objectives:**

- a. To preserve our hoary heritage and culture
- b. To give authoritative historical information to the Tourists.
- c. To treat the tourists as our "GUESTS"
- d. To build infrastructure facilities in Tourists Centers
- e. To identify new areas of Tourist Centers and popularize its specialties to the public

- f. To encourage private investments in tourism projects.
- g. To Create Tourism awareness among the Youth and the Public
- h. To extend certain benefits hitherto enjoyed by Industries to Tourism Projects
- i. To create Tourism as an effective tool to bring and establish friendship among the people of various States/Nations;
- j. To create employment opportunities; and
- k. To protect the environment.

**Accommodation Projects in which the Government is involved:**

- a. Hotels
- b. Resorts
- c. Motels
- d. Apartment Hotels
- e. Heritage Hotels
- f. Food Oriented Projects
- g. Restaurants

**Wayside Facilities on the State Highways.**

**Other Tourism - Related Projects :**

- a. Amusement Parks and Water Sports
- b. Handicraft Village Complexes
- c. Fairs and Festivals.
- d. Camps and Facilities Encouraging Adventure

**Train Travel Projects**

- a. Sea/River Cruise Projects
- b. Sound and Light Shows
- c. Museums

- d. Natural Parks/Zoos
- e. Safari Projects
- f. Ropeways
- g. Sports/Health Facilities Complexes
- h. Training Schools for the managerial expertise for Hospitality Industry.
- i. Golf Courses.

### **Service Oriented Projects**

- A Travel Agency
- B. Tour operation
- C. Transport Operation
- D. Linkage with the International Hotel Chains (Franchise)
- E. Human Resources Development (HRD) for Tourism Industry and necessary training facilities.

Most of the projects on this illustrative list are not eligible for loans from the banks or the State Financial Agencies. It will be necessary to make suitable changes in the lending criteria for viable projects in the listed activities in order than their financial requirements are met.

The modification of the lending criteria of the State Financial Agencies will be made with regard to the financial ceiling, debt equity ratio, recovery period, moratorium etc.

Necessary arrangements will be made to ensure that the State Financial Agencies and the banks attach adequate priority to the financing requirements of tourism projects.

A tax holiday of 5-10 years in respect of following taxes will be made available up to 100% of capital investment to various tourism projects located in Special Tourism Areas whether declared by the Central Government or the State Government, located in designated areas and located on National and



State Highways. The scope and the extent of the benefits of tax holiday will vary according to certain considerations such as the admissible expenditure, the size of the capital investment etc. The benefit of tax holiday will also be made available for the purpose of expansion of the existing tourism projects in these areas:

- a. Sales Tax
- b. Purchase Tax
- c. Electricity Duty
- d. Luxury Tax
- e. Entertainment Tax

Necessary administrative arrangements are made at the State and District Level to operationalize the incentive schemes. Suitable schemes are designed to market tourism products, and particularly wide publicity are secured in respect of various facilities being offered by the travel agents, tour operators etc.

Special paying guest scheme are formulated for providing adequate and inexpensive lodging and boarding facilities too take care of seasonal flows of tourists to the pilgrimage centers during festivals.

Financial assistance is provided for the preparation of feasibility reports by consultants in respect of tourism projects.

Structure of the taxes and tariffs, e.g. luxury tax, entertainment tax, sales tax, etc., are regularly reviewed with reference to developmental needs of tourism sector and necessary amendments will be made.

### **Redefining the roles of the State and the Market**

The government redefining the role of Government by giving the private sector an ample opportunity to participate in the promotion of tourism. The Government proposes to make commercial services available entirely through private sector or in association with it. The States role is primarily focus on strengthening and upgrading existing infrastructure and development of new infrastructure. Reputed consultants are hired to prepare area development



master plans/feasibility studies in respect of important tourist destinations and areas of tourism potential, e.g. Jhansi, Mahoba, Orcha, Barua Sagar etc. Efforts are made to get funding for development of infrastructure for these destinations/areas from national and international agencies.

To ensure timely provision of necessary funding, the Government earmark funds in the annual budgets of the departments concerned for securing the purpose of development.

In conformity with States promotional role in the development of tourism sector, all competitive and commercial activities of Tourism Corporation of Gujarat Limited will be privatized except where no entrepreneur is coming forward to meet the existing need. This privatization would help strengthen the financial position of the corporation and also help provide qualitative services to the tourists

Tourism Department assume a catalytic role focused on acting as clearing house of information, production and distribution of promotional literature, policy advice etc.

The Tourism Corporation assist entrepreneurs and agencies in tourism sector and try to help alleviate their difficulties particularly vis a vis the Government and its agencies.

A Computerized Information Center is set up at the State level to make available necessary information to the agencies/entrepreneurs who wish to set up tourism projects.

Tourism Corporation will also open its offices in other major cities of India to give wide publicity and disseminate information on Uttar Pradesh. Tourism and market tourism products through these offices and through reputed travel agents in other big cities. Thus, the information about Uttar Pradesh tourist destinations and related information would be made available to tourists from outside the State in their own cities.

There is already a scheme of 50% matching grant from the State Government to the local self-governing bodies for the development of local tourist destinations. This scheme will be made more effective and attractive

and necessary provisions in the budget will be made. This will help centralize the process of developing tourist destinations.

The process of decentralization will be further strengthened by delegation of administrative and executive powers.

There is provision of incentives to small tourism projects to District Level Bodies headed by the Collector. These bodies, in addition, will also secure co-ordination from other departments / agencies of the Government in development and promotion of tourism. Representation will be given on this body to the experts, individual agencies and individuals connected with the tourism.

A Single window clearance system will be instituted for speedy clearance of various permissions, approvals required under different laws and rules. Necessary modification/amendment will be made to various administrative arrangements and laws, which are not consistent with the approach of this Policy. Care will be taken to ensure that prospective investors do not have to suffer protracted and complex administrative process.

Intensive efforts will be undertaken to attract investors from outside the State as well as from other countries including non-resident Indians to invest in tourism sector on large scale. Directorate of Tourism will play active role to ensure that investors get various permissions easily and are provided with all the necessary facilities.

In order to create a participate forum for deliberation and discussion concerning tourism industry, a Tourism Advisory Council headed by the Chief Minister will be set up. The Ministers and Secretaries of administrative departments concerned will be the members. The representatives of tourism industry, experts and related organizations will be nominated as members. The Additional Chief Secretary (Tourism) will be the Member Secretary of this Council.

The Council will meet periodically to deliberate upon policy as well as individual issues and offer suitable advice to the Government. Perspective plan

for tourism development will be prepared in consultation with experts. An overview of possible tourism products is offered below:

With its unending beauty in diversity, Bundelkhand offers, perhaps, the richest tourism potential. Forests and wildlife, shrines and temples, glorious forts and monuments, breathtaking adventure and sports: trekking, skiing, hang-gliding, water and aero-sports, etc. Beautiful art and handicraft, exotic traditional cuisine and costumes and a varied culture.

Till now the State Government had laid emphasis on providing the necessary tourism infrastructure through the public sector. However, with the fast changing economic scenario there is now a need to involve the private sector in the development of tourism infrastructure and adopt an approach that will ensure the best possible utilization of resources of the state in the long run. This generation of infrastructure will not only cater to the needs of the tourists but also create direct and indirect employment. The tourism policy takes note of the above and provides a comprehensive package of incentives/facilities to the private entrepreneurs for rapid development of the tourism infrastructure in the State.

Heritage properties are expected to be developed by the private sector with the state government facilitating negotiation between the owners of such properties and the interested parties and same strategy has been adopted for Bundelkhand. With the government's efforts owners of several heritage properties have offered their properties to be converted into hotels. The state government is in possession of several such properties, which will be offered to private investors who have experience in heritage property conversion work. The state government has already identified 35 heritage properties all across the state where the private sector will be invited to undertake development work for setting up of heritage hotels/resorts. The popular Neemrana group has already been shortlisted to run a few heritage hotels in the state.

As part of its plan to attract up market tourists, the Department of Tourism (DoT), Government of Uttar Pradesh, has embarked on a 'Royal Tourism' initiative that is aimed at converting *palaces* and *havelis* in the state

into heritage hotels. Most of these heritage properties are expected to be developed by the private sector with the state government facilitating negotiation between the owners of such properties and the interested parties. The government would not involve itself in any way in the project.

Most of the proposed heritage hotels would be provided with air taxi facilities with the government helping the private parties in obtaining permission to use airstrips, providing no objection certificates besides ground support system. Already, domestic airlines like Jet and Sahara have shown interest in flying from new destinations in the state.

In order to attract more investment in development of heritage properties the state government initiated an attractive subsidy scheme. State's DoT has launched a scheme where investors in heritage properties would be provided 15 per cent capital subsidy, subject to a ceiling of Rs 7.5 lakh. Interest subsidy scheme is already available in the state for heritage properties.

Besides, the state government is also seriously working to remove the infrastructural shortcomings relating to tourism. In addition to development of heritage properties, the state government has decided to increase the number of quality hotels in UP in which special emphasis has been given to Bundelkhand. As per the plan, DoT will increase the number of hotels in the approved category to 300 in the next decade. At present out of 2,107 hotels that are functioning in different parts of the state, only 80 hotels are in the approved category. The state government is also targeting to triple the availability of hotel bed in the state 1,500 in the next 10-year. It is giving increasing thrust to the development of tourist infrastructure in the state. As per estimation, the number of overseas tourist visiting the state will grow manifold in the next 10year period from the present 7.2 lakh annually to 30 lakh. If we want to cater to this rush of tourist we have to be prepared beforehand. The state government will activate its 'Land Bank' scheme to provide land to prospective investor for a hotel project. The scheme was



started by the government couple of year's back to identify land and hold land for various tourism-related projects.

Government has already identified land for development of hotels in the state. At few places, it has acquired land and is confident that once the process of inviting bids for land starts, several prospective buyers will come with their offers. The state government will not involve itself in any hotel project but will only act as a catalyst for the development of hospitality industry. Though at present the state government has not started giving land to private parties, sources say that few inquiries have come from leading hotel chains with the intention of starting a hotel project in the state. The state tourism department has identified and acquired more than three hundred plots of land in different tourist destination for the project.

DoT has decided to throw open maintenance of monuments protected by state archeological department and other state authorities, to the private sector. Negotiations have already begun with several interested parties for this purpose. Private sector would be allowed to use the monuments for limited purpose of advertising, running snack bar, parking contracts, etc. They would also be free to charge a certain sum from the visitors as entry fee. Already the state government has identified about 20 monuments at 16 different places in the state for the purpose.

Country's first Ramayana museum at Orchha- Government has decided to open Ramayana Art Museum, which will be housed at Baroodkhana, an ancient building. There will be paintings of different styles, sculpture, forms of performing art, depicting the episodes from epic Ramayana, reference books, video recordings of folk theaters and play, music and other art forms based on the epic will be preserved in the museum. The Adivasi Lok Kala Parishad has collected traditional masks and crowns, digital recordings of Ramlila from different regions of the country and countries like Indonesia, Myanmar, Singapore, Thailand, and Laos. Monumental reference books on the Ramayana and Ram Katha would also be preserved in the library. Research scholars from home and the world could find in one place rare materials for advanced

studies on the famous epic. Orchha was being developed with the initiative of Madhya Pradesh Heritage development trust. An amount of Rs. 6 crore received from the planning commission had been provided to the trust. The trust will also take renovation of a group of 'Chhatris' in Datia and Madhavgarh fort.

### **Convenient Circuits introduced in Bundelkhand**

- 1) For a tourist the convenient itinerary for Bundelkhand begins from Delhi, from where one can start for Gwalior proceeding to Jhansi - Orchha - Khajuraho - Mahoba - Kalinjar - Chitrakoot - Allahabad and back to Delhi. From Jhansi one can also choose the alternate route - Jhansi-Matatila - Lalitpur - Deogarh - Chanderi - Datia - Sonagiri - Gwalior and Delhi.
- 2) From eastern India one can start from Calcutta to go via Varanasi and Allahabad, stepping into Bundelkhand through Chitrakoot moving on to Mahoba-Khajuraho, Jhansi- Gwalior - Delhi and back to Calcutta. From western India, starting from Bombay, a convenient itinerary would be Bhopal - Deogarh - Lalitpur - Jhansi - Orchha - Khajuraho - Mahoba - Chitrakoot - Allahabad and back to Bombay.
- 3) For visitors from the South, Bhopal-easily accessible from Hyderabad, Madras, Bangalore or Thiruvananthapuram would be the ideal start for a visit to this area. An interesting route to choose would be via Bhopal to Deogarh - Lalitpur - Jhansi - Orchha - Khajuraho - Mahoba- Chitrakoot - Jhansi and back.
- 4) Mahoba-Khajuraho-Kalinjar-Guptgodavari-Chitrakoot U.P. Govt. is planning to develop water sports in Baruasagar and Mahoba alongwith aero sports at Devangna (Chitrakoot Dham)

To attract more tourists to this area government have to offer better incentives than those offered by competing destinations. Various scheme are introduced in Uttar Pradesh for attracting more tourists which include "Discover Your Roots" targeted at N.R.I's. Development of tourism circuit and linking the circuit with Khajuraho.



M.P.S.T.D.C. has decided to privatize 42 of its properties (including hotels and restaurant) and targeting both domestic and international companies in order to induce greater professionalism in the management of its hotels. The M.P. govt is offering incentives to private entrepreneurs for the development of hotels, motels, and restaurants, heritage hotels and recreation centers. The state owned hotels and motels are also offered on lease to private parties.

M.P. Tourism has plan of confining its efforts to infrastuctural development at ensuring uninterrupted electricity, repairing and building roads which is a major hurdle in the growth of tourist traffic to Kajuraho, renowned for it's spectacular temple arts.

### **Reference**

**Tourist Statistical Book, 1997**

Discussion with various govt. and non. Government organization's officers

## **CHAPTER - VII**

### **ASSESSMENT ON TOURIST RESOURCE POTENTIAL**

- (i) Documentation of Survey (responses of tourists, industry representation and of policy makers celebrated through questionnaire)
- (ii) Analysis & interpretation of survey results finding
- (iii) Findings

**Documentation of Survey results (responses of tourists, industry representation and of policy makers collected through questionnaire)**

This Chapter deals with findings and results of survey conducted after the fieldwork.

**Analysis & interpretation of survey results**

**Table-1 Management of the trip**

	<b>Under Package deal</b>	<b>Independently</b>
Tourists visiting to Bundelkhand	53%	47%
Foreign Tourists visiting to Bundelkhand	72%	28%
Domestic Tourists visiting to Bundelkhand	Nil	19%

**Table-2 Purpose of Visit**

	<b>Natural Sight Seeing</b>	<b>Pilgrimage</b>
Tourists traveling to the region	35.3%	19.2%
Foreign Tourists	36%	Nil
Domestic Tourists (as per sampling plan)	35%	45%

**Table-3    Transportation mode**

	<b>Rail</b>	<b>Road</b>
Transportation mode used by tourists for reaching this region	58%	12.67%
Foreign Tourists	56.50%	21%
Domestic Tourists	73%	21%

**Table-4    Trip arrangement and Mode of Transport of foreign tourists**

	<b>Under Package Deal</b>	<b>Independently</b>
Foreign tourists traveling to the region by		
Rail	63.86%	36.14%
Road	92%	8
Air	81.19%	18.81%

# OPINION ABOUT DIFFERENT TRANSPORTION MODE FOR TRAVELLING TO BUNDELKHAND REGION

TABLE - 5.1

AIRWAYS	Opinion of Foreign Tourists			Opinion of Travel Intermediaries		
	Good	Average	Poor	Good	Average	Poor
1. Seat Availability	98%	2%	Nil	98%	2%	Nil
2. Comfort	48.29	41.11%	9.6%	28.58%	55.24 %	16.18%
3. Timings	98%	2%	Nil	98%	2%	Nil
4. In-Transport amenities	67.69%	25.31%	7%	64.36%	32.64%	2%
5. Amenities en-route	96%	2%	2%	98%	2%	Nil
6. Cost	Low 60.94%	Average 39.06%	High Nil	Low 62.36%	Average 35.64%	High 2%

Table-5.2 Opinion of Foreign Tourists

Under Package Deal				Traveling Independently		
AIRWAYS	Good	Average	Poor	Good	Average	Poor
1. Seat Availability	100%	Nil	Nil	100%	Nil	Nil
2. Comfort	42.54%	44.82%	12.64%	5.56%	22.22%	22.22%
3. Timings	96%	3%	1%	100%	Nil	Nil
4. In-Transport amenities	68.18%	31.82%	Nil	44.44%	55.56%	Nil
5. Amenities-en-route	100%	Nil	Nil	100%	Nil	Nil
6. Cost	Low 59.09%	Average 40.91%	High Nil	Low 55.56%	Average 44.44%	High Nil

**Table-6.1**      **Opinion of Foreign Tourists for travel**

Railways	Opinion of Foreign Tourists			Opinion of Travel Intermediaries		
	Good	Average	Poor	Good	Average	Poor
1. Seat Availability	44.15%	38.53%	17.32 %	39.39%	45.46%	15.15%
2. Comfort	40.26%	54.98%	4.768 %	36.36%	51.51%	12.12%
3. Timings	95.67%	4.33%	Nil	100%	Nil	Nil
4. In-Transport amenities	22.08%	27.70%	50.22 %	18.18%	33.33%	48.49%
5. Amenities-en-route	31.60%	38.53%	29.87 %	30.30%	45.45%	24.25%
6. Cost	Low 77.92%	Average 22.08%	High Nil	Low 81.82%	Average 18.18%	High Nil

**Table-6.2**

AIRWAYS	Opinion of Foreign Tourists			Opinion of Travel Intermediaries		
	Good	Average	Poor	Good	Average	Poor
1. Seat Availability	100%	Nil	Nil	22.03%	35.59%	42.37%
2. Comfort	70.83%	29.17%	Nil	27.12%	62.71%	10.17%
3. Timings	100%	Nil	Nil	94.92%	5.08%	Nil
4. In-Transport amenities	55.55%	26.39%	18.06%	11.86%	25.42%	62.71%
5. Amenities-en-route	75%	13.89%	11.11%	16.95%	40.68%	42.37%
6. Cost	Low 100 %	Average Nil	High Nil	Low 91.53%	Average 8.47%	High Nil



**Table-6.3 Opinion of Domestic Tourists**

RAILWAYS	Opinion of Tourists		
	Good	Average	Poor
1. Seat Availability	48%	42%	10%
2. Comfort	40%	40%	20%
3. Timings	41%	40%	19%
4. In-transport amenities	52%	42%	6%
5. Amenities-en-route	50%	40%	10%
6. Cost	40%	38%	22%

Opinion of Travel Intermediaries		
Good	Average	Poor
17%	68%	15%
26%	69%	5%
93%	7%	Nil
4%	30%	66%
9%	55%	36%
Low 54%	Average 46%	High Nil

**Table-7.1 Opinion of Foreign Tourists**

PRIVATE ROADWAYS	Opinion of Foreign Tourists Under Package Deal		
	Good	Average	Poor
1. Seat Availability	100%	Nil	Nil
2. Comfort	16.79%	51.63%	31.58%
3. Timings	100%	Nil	Nil
4. In-Transport amenities	22.05%	60.53%	17.42%
5. Amenities-en-route	Nil	46.37%	53.63%
6. Cost	Low 15.79 %	Average 84.21%	High Nil

Opinion of Travel Intermediaries		
Good	Average	Poor
100%	Nil	Nil
38.36%	61.64%	Nil
100%	Nil	Nil
26.27%	71.73%	Nil
16.15%	83.85%	Nil
Low 24.24%	Average 75.76%	High Nil

Table - 7.2

STATE ROADWAYS	Opinion of Tourists			Opinion of Travel Intermediaries		
	Good	Average	Poor	Good	Average	Poor
1. Seat Availability	Opinion not available because tourists have not traveled by state road transport for reaching this region.			Nil	Nil	100%
2. Comfort				Nil	Nil	100%
3. Timings				55%	30%	15%
4. In-transport amenities				Nil	Nil	100%
5. Amenities-en-route				Nil	Nil	100%
6. Cost				Low 70%	Average 30%	High Nil

Table - 8.1 Opinion about road transport facilities in Jhansi region

Opinion of tourists			
	Good	Average	Poor
1. Availability	48%	20%	32%
2. Comfort	7.33%	41.67%	51.00%
3. Condition of roads	Nil	4%	96%
4. Cost	Low 30%	Average 65%	High 5%

Table - 8.1

Opinion of Foreign Tourists				Opinion of Travel Intermediaries		
	Good	Average	Poor	Good	Average	Poor
1. Seat Availability	100%	Nil	Nil	8%	32%	60%
2. Comfort	18%	52%	30%	Nil	32%	68%
3. Condition of roads	Nil	Nil	100%	Nil	8%	92%
4. Cost	Low 14%	Average 86%	High Nil	Low 40%	Average 50%	High 10%

**Table-8.3 Opinion of travel Intermediaries**

Transport Arranged by Tour Operators/Travel Agents				Private & State Regional		
	GOOD	AVERAGE	POOR	GOOD	AVERAGE	POOR
1. Availability	75.76%	24.24%	Nil	2%	30%	67%
2. Comfort	15%	50%	35%	Nil	15%	85%
3. Cost	Low Nil	Average 100%	High Nil	Low 100%	Average Nil	High Nil

**Table-9.1 Opinion of tourists about Hotels/Restaurants in Bundelkhand region.**

	Good	Average	Poor
1. Accommodation availability	94%	6%	Nil
2. Comfort	24%	52%	24%
3. Interior Decoration	14%	51%	35%
4. Food	19.67%	66.33%	14%
5. Service	14.67%	54.67%	30.66%
6. Cost	Low 16.33%	Average 71%	High 12.67%

**Table- 9.2 Opinion of Foreign Tourists about Hotels/Restaurant in Bundelkhand region**

Traveling Under Package Deal				Travelling Independently		
	Good	Average	Poor	Good	Average	Poor
1. Accomodation Availability	100%	Nil	Nil	100%	Nil	Nil
2. Comfort	30%	70%	Nil	16.71 %	53.88%	29.41 %
3. Interior Decoration	20%	80%	Nil	10%	50%	40%
4. Food	14.39%	85.61%	Nil	12%	44%	44%
Cost	Low 8.33%	Average 91.67%	High Nil	Low 19.12 %	Average 55.88%	High 25%

**Table -9.3 Opinion of Domestic tourists about Hotels/Restaurants in Bundelkhand region.**

Sight Seeing				Pilgrim		
	Good	Average	Poor	Good	Average	Poor
1. Accomodation Availability	100%	Nil	Nil	74%	26%	Nil
2. Comfort	34%	44%	22%	8%	10%	82%
3. Interior Decoration	20%	12%	68%	Nil	18%	82%
4. Food	24%	54%	22%	34%	36%	30%
5. Service	26%	24%	50%	14%	16%	70%
6. Cost	Low 16%	Average 60%	High 24%	Low 26%	Average 58%	High 16%

**Table-9.4 Opinion of Travel Intermediaries about Hotels in Bundelkhand region.**

State Hotels/Rest Houses				Private Hotels		
	Good	Average	Poor	Good	Average	Poor
1. Accomodation Availability	100%	Nil	Nil	100%	Nil	Nil
2. Comfort	Nil	60%	40%	24%	76%	Nil
3. Interior Decoration	Nil	24.24 %	75.7 6%	8%	92%	Nil
4. Food	Nil	18%	82%	48%	52%	Nil
5. Service	Nil	15%	85%	22%	78%	Nil
6. Cost	Low 75%	Average 25%	High Nil	Low 18%	Average 82%	High Nil

**Table - 10.1 Sources of Information of Tourists Visiting Bundelkhand regions**

	Always	Sometimes	Never
1. Local tourist information centres.	65%	25%	10%
2. Articles on travel in newspapers and magazines.	42%	52%	5.33%
3. T.V. programmes on travel	24.00	44.67	31.33%
4. Tour operators / Travel agents	65.33	9.33	25.33%
5. Friends who have visited the place.	90.00	10.00	Nil
6. Travel related exhibitions	50.33	11.00	38.67%
7. Advertisements	66.00	29.67	4.33%

**Table - 10.2 Sources of Information of Foreign of Foreign Tourists visiting Bundelkhand region**

Under Package Deal				Travelling Independently		
	Always	ometime	Never	Always	ometime	Never
		s			s	
1. Local tourist information centres.	83.33%	16.67%	Nil	100%	Nil	Nil
2. Articles on travel in newspapers and magazines.	40.15%	16.67%	Nil	75%	25%	Nil
3. T.V. programmes on travel	21.97%	55.30%	22.73%	45.59%	54.41%	Nil
4. Tour operators / Travel agents	100%	Nil	Nil	83.82%	16.18%	Nil
5. Friends who have visited the place.	91.67%	8.33%	Nil	100%	Nil	Nil
6. Travel related exhibitions	77.27%	10.61%	12.12%	72.06%	27.94%	Nil
7. Advertisements	84.09%	15.91%	Nil	100%	Nil	Nil

**Table - 10.2 Sources of Information of DOMestic Tourist visiting Bundelkhand region**

Sight Seeing				Travelling Independently		
	Always	ometime	Never	Always	ometime	Never
		s			s	
1. Local tourist information centres.	26%	62%	12%	Nil	48%	52%
2. Articles on travel in newspapers and magazines.	34%	58%	8%	4%	72%	24%
3. T.V. programmes on travel	24%	38%	38%	Nil	10%	90%
4. Tour operators / Travel agents	14%	22%	64%	Nil	12%	88%
5. Friends who have visited the place.	72%	28%	Nil	90%	10%	Nil
6. Travel related exhibitions	Nil%	Nil	100%	Nil	Nil	100%
7. Advertisements	32%	68%	Nil	6%	68%	26%



**Table - 11.1 Tourist Awareness and Interest regarding tourist attractions at various places in Bundelkhand region.**  
(As per information obtained from tourists)

Tourist Place	AWARENESS			
	Foreign Tourists		Domestic Tourists	
	Under Package Deal	Traveling Independently	Sight Seeing	Pilgrims
1. Jhansi	4.55%	1765 %	100%	100%
2. Deogarh	Nil	11.76 %	Nil	34%
3. Chanderi	Nil	11.76 %	Nil	34%
4. Datia	Nil	Nil	Nil	16%
5. Sonagiri	Nil	Nil	24%	46%
6. Orchha	67.42%	6912 %	78%	67%
7. Baruwsagar	Nil	4.41%	4%	4%
8. Mahoba	Nil	4.41%	4%	6%
9. Khajuraho	100%	100%	100%	92%
10. Kalingar	Nil	4.41%	14%	Nil
11. Chitrakoot	Nil	Nil	44%	100%
12. Kali	Nil	Nil	Nil	Nil
13. Shivpuri	Nil	11.76 %	26%	Nil

INTERESTED AMONGST THOSE WHO ARE AWARE			
Foreign Tourists		Domestic Tourists	
Under Package Deal	Traveling Independently	Sight Seeing	Pilgrims
Nil	Nil	Nil	Nil
N.A.	Nil	N.A.	100%
N.S	Nil	N.A.	100%
N.A.	N.A.	N.A.	Nil
N.A.	N.A.	Nil	100%
100%	44.68%	20.15%	44.12%
N.A.	Nil	Nil	Nil
N.A.	Nil	Nil	Nil
100%	100%	100%	Nil
N.A.	Nil	Nil	N.A.
N.A.	N.A.	Nil	52%
N.A.	N.A.	N.A.	N.A.
N.A.	Nil	Nil	N.A.

**Table - 11.2 Tourist Awareness and Interest regarding tourist attractions at various places in Bundelkhand region.**  
(As per information obtained from Travel Intermediaries)

Tourist Place	AWARENESS OF TOURISTS			INTEREST OF TOURISTS WHO ARE AWARE		
	Foreign Tourists	Domestic Tourists		Foreign Tourists	Domestic Tourists	
		Sight Seeing	Pilgrims		Sight Seeing	Pilgrims
1. Jhansi	Low	High	High	Low	Low	Low
2. Deogarh	Low	Low	High	Low	Low	High
3. Chanderi	Low	Low	High	Low	Low	High
4. Datia	Low	Low	Low	Low	Low	Low
5. Sonagiri	Low	Low	High	Low	Low	High
6. Orchha	High	High	High	High	Low	High
7. Baruwsagar	Low	Low	Low	Low	Low	Low
8. Mahoba	Low	Low	Low	Low	Low	Low
9. Khajuraho	High	High	High	High	High	High
10. Kalingar	Low	Low	Low	Low	Low	Low
11. Chitrakoot	Low	High	High	Low	Low	High
12. Kali	Low	Low	Low	Low	Low	Low
13. Shivpuri	Low	Low	Low	Low	Low	Low

**Table - 12 Places where proper development may be beneficial for increasing the tourist in flow**

PLACES	Travel Intermediaries Favouring Development
1. Jhansi	93.94%
2. Deogarh	100%
3. Chanderi	90.91%
4. Datia	18.18%
5. Sonagiri	93.94%
6. Orchha	100%
7. Baruwsagar	66.67%

8. Mahoba	93.94%
9. Khajuraho	100%
10. Kalingar	87.88%
11. Chitrakoot	100%
12. Kali	Nil
13. Shivpuri	100%

**Table - 13 DURATION OF STAY OF TOURISTS IN THE REGION**

	One Day	Two Days	Three Days	Four Days
Foreign Tourists Travelling Under Package Deal	56.82%	43.18%		
Foreign Tourist Travelling Independently		69.12%	30.88%	
Domestic Sight Seeing Tourist		54%	46%	
Domestic Pilgrim Tourists		4%	66%	30%

**Table: 14 Interest shown by tourists after reading about various places, studying their location on the map and seeing the photographs of tourist attractions**

Places	Foreign Tourists	Domestic Tourists	
1. Jhansi	53.50%	42%	26%
2. Deogarh	60.50%	50%	56%
3. Chanderi	67.50%	54%	60%
4. Datia	7.50%	10%	8%
5. Sonagiri	11.00%	16%	58%
6. Orchha	94.50%	62%	60%
7. Baruasagar Fort	46.5%	48%	16%
8. Mahoba	43.00%	24%	305
9. Khajuraho	100.00%	100.00%	Nil
10. Kalinjar	65.50%	38%	44%
11. Chitrakoot	6.00%	16%	64%
12. Kalpi	Nil	Nil	Nil
13. Shivpuri	57.50%	70%	62%

**Table-15 Ranking of attractions that may motivate tourists to spend more time in Bundelkhand region**

Tourist Attractions	RANKING BY TOURISTS		
	Foreign	Domestic Tourists	
		Sight Seeing	Pilgrims
1. Natural Scenic Beauty.	VII	V	II
2. Historic Buildings	III	VII	VII
3. Museum of Historic & Artistic Objects	IV	VI	VI
4. Wild Life Park	VI	IV	IV
5. Water Sports	VII	VIII	VIII
6. Accommodation in Forts & Palaces	V	X	X
7. Folk and Classic Dance Shows	II	IX	IX
8. Beautiful Gardens	X	III	I
9. Amusement Park	IX	II	III
10. Mock Battles by costumed soldiers at historic sites.	I	I	V

RANKING BY TRAVEL INTERMEDIARIES		
Foreign Tourists	Domestic Tourists	
	Sight Seeing	Pilgrims
VIII	V	II
III	VII	VII
IV	VI	VI
VI	IV	IV
VII	VIII	VIII
V	X	X
II	IX	IX
X	III	I
IX	II	V
I	I	III

**Table-16 Opinion of Travel Intermediaries**

Tourists have sufficient information about various attractions of Bundelkhand region Tourist attractions of this region have been	Fully Agree	Partially Agree	Disagree
			100%
			100%
			100%

properly promoted. The government of U.P. is taking appropriate measures for developing tourism in Bundelkhand region. Tourism potential of Bundelkhand region can be developed if U.P. Government offers attractive schemes to entrepreneurs interested in investing in tourism related projects.	100%		
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## Findings

- Mostly foreign tourists travel to the region under package deal arrangement whereas domestic tourists travel independently.
- Railway is used by majority of foreign as well as domestic tourists traveling to the region.
- Foreign tourists who travel to the region under package deal arrangement only use roadways.
- Foreign tourists who travel to the region under package deal mostly use airways.
- In flights to the region, seat availability timings, in-transport amenities and amenities-en-route are good whereas cost is low and comfort is average.
- Foreign tourists traveling to the region by train (Shatabdi Express) under package deal find everything in order at a low cost.
- Foreign tourists traveling independently, domestic tourists and travel intermediaries are not satisfied by the rail service but do consider the cost of rail travel to be low.
- Travel intermediaries and foreign tourists traveling to the region and in the region by private road transport under package deal arrangement consider seat availability and timings to be good, comfort and in transport amenities to the average whereas cost of travel to be low.

- Private and State owned busses plying to the region and in the region have been rated as poor in all respects except in cost of travel, which is low.
- Condition of roads in the region is poor.
- Accommodation in hotels and restaurants in the region is easily available.
- Most of the hotels and restaurant do not have well decorated interiors.
- Comfort, food and service is average in most of the hotels & restaurants whereas as cost is low.
- Foreign tourists mostly collect information about tourist places from tourist information centers, friends who have visited the place, tour operators, travel agents and advertisements.
- Domestic tourists mostly collect information about tourist place from friends who have visited the place.
- Awareness and interest of foreign tourists and domestic sight seeing tourists in Khajuraho and Orchha is high.
- High awareness and interest in Chitrakoot and orchha amongst domestic Hindu pilgrim tourists.
- High awareness and interest in Deogarh, Chanderi and Sonagiri amongst Jain pilgrim tourists.
- Jhansi, Orchha, Deogarh, Chanderi and Kalinjar have a high potential for attracting foreign and domestic sight seeing tourists.
- Shivpuri has a high potential for attracting foreign tourists and domestic sight seeing as well as pilgrim tourists.
- Mostly foreign tourists visiting the region under package deal stay in the region for one day.
- Mostly foreign visiting the region independently and domestic sight seeing tourists stay in the region for two days.
- Mostly pilgrim tourists stay in the region for three days.



- Mock battles by costumed soldiers at historic sites has been ranked as the best attraction by foreign tourists and domestic sight seeing tourists for motivating tourists to visit/spend more time in the region.
- Domestic pilgrim tourists for motivating tourists have ranked beautiful garden as the best attraction.
- Amusement park has been ranked highly by domestic sight seeing and pilgrim tourists for motivating tourists.
- Foreign tourists for motivating tourists have ranked folk and classical dance shows and historic buildings high.

**Travel intermediaries are of the opinion that:**

- a. Tourists do not have sufficient information about various attractions of the region.
- b. Tourists' attractions of the region have not been properly promoted.
- c. Government of U.P. is not taking appropriate measures for developing tourism in the region and,
- d. Tourism potential of Jhansi region can be developed if U.P. Government offers attractive schemes to entrepreneurs interested in investing in tourism related projects.

**Weaknesses**

- I) It is estimated that 80% of the foreign and domestic tourists make use of the road transport system for visiting different destinations. However, the condition of Indian roads and of the Indian road transport system is deplorable by any standards. The absence of good roads and a modicum of comfort for the traveler makes road journey an ordeal.
- II) There are less than half a dozen international airports in this vast country. The tourist is compelled to take to connecting flights to his chosen destination from these airports. This results in needless waste of time, which is so precious and causes inconvenience to the foreign tourists, who

often travel in groups. The loss of personal effects is an ever-present risk during internal flights. Although there is an airport in Khajuraho but that is not enough to cater and attract the demand of tourist in Bundelkhand.

III) The total availability of hotel rooms in India is 58,000. This is less than the number of rooms in the city of Bangkok alone. China has over 3.9 million rooms and Indonesia has over 1.5 million. It has been estimated that hotel accommodation would need to be at least doubled in the very immediate future to cater to the projected tourist arrivals into the country.

IV) A particular irritant affecting any visitor to the country is the lack of reliable telecommunication facilities. With the entire world emerging as a single market place, where production centres and distribution networks are spread over continents, immediate contact with business associates, relatives and friends, and travel agents becomes an imperative need for any foreign traveller. It is one of the major problems in Bundelkhand.

V) In a note circulated by the Federation of Hotel and Restaurant Associations of India at the meeting of the State Tourism Ministers in New Delhi in August 1998, it was stated that the biggest factor depressing the tourism industry in India is the charging of higher taxes. It has been seen in many countries that lower taxes induce higher tourism arrivals and longer stay. Since tourism is of the nature of an export activity, a tax on services provided to foreign tourists is tantamount to taxing of exports and that too of a negligible import content. The imposition of Expenditure Tax by the Centre and Luxury Taxes on hotel rooms by the state governments inflate the accommodation bill of the foreign traveler. The net result would be diversion of traffic away from India to other destinations. It is also seen that many states base their Luxury Tax on a 'rack rate' compounding the burden on the foreign tourist. This problem is more in Bundelkhand as a tourist has to cross the boundaries of two states and the foreigner and domestic tourist has to suffer for this. Levy of tax on tourism and tourists that are not only high but also unconscionable.

VI) As the government is saying to give more policies for tourism facility provider but there are problems related to travel agent to get the recognition

from the government. There are hindrances in clearances to be obtained from numerous agencies of the Central and State Governments.

VII) For tourism promotion sector it is required to have more accommodation facilities but there are difficulties in obtaining land for hotel projects.

VIII) There are restrictions on movement of tourists and tourist vehicles to visit from one state to another state. It creates a bad impression in the eyes of tourists.

IX) Whenever a tourist comes out of the home he requires security for him and his family. This should be more when it comes for foreign tourists. There is lack of adequate security to foreign tourists to go around without fear of bodily harm or loss of belongings.

X) Human resource plays a vital role in creating the image of any destination. Inadequate human resource development leading to the visitor being treated more as an intruder than as an honored guest. There is lack of proper human resource for development of tourism.

### **Strengths**

- I) Bundelkhand is the region with great historical background related to Ramayana and Mahabharata. It is the place of world famous Rani Laxmi Bai.
- II) Different tourism attractions for different types of persons from natural to adventure.
- III) Place with rich heritage and monuments related to different periods.
- IV) Great *Bundeli* culture is a plus point for Bundelkhand.
- V) Local arts and culture having an immense potential if properly promoted can become a great part in tourism development.
- VI) Proper connectivity with different States of India.
- VII) Helping nature of people.
- VIII) Local festivals and dances.
- IX) Local cuisine.

## **CHAPTER - VIII**

- (i) Suggested strategies towards effective and judicious utilization of the tourist resources.



## **Suggested strategies towards effective and judicious utilization of tourist resources**

Tourism is an activity which has come to be regarded as essential to the life of nations because of its direct effect on the social, cultural, educational and economic sectors of national societies, it is a significant factor in national economies, and international trade. The economic returns of tourism do not; however constitute the only criteria for the decision by states to encourage this activity. The right to holidays the opportunity for the citizen to get to know his own environment a deeper awareness of his national identity.... are all major reasons for stimulating the individual participation in domestic and international tourism through access to holidays and travel" Domestic tourism not only contributes to an improved balance of national economy through a redistribution of the national income, but also heightens the awareness of common interest. Tourism creates new activities of considerable importance, which are a source of new employment.

"Tourism resources available in the various countries consist of space, facilities and values. There are resources whose use cannot be left uncontrolled without running the risk of their deterioration, or even destruction. All tourism resources are part of the heritage of mankind. The conservation of the historical, cultural and religious sites represents one of the fundamental responsibilities of states."

The lack of management and planning has resulted in the destruction and degradation of several resort areas and scenic attractions, affected fragile ecosystems and environments, and created adverse impacts on host cultures. Because of such effects tourism has been criticized and charged with destroying the very resources on which it is founded. This is reflected in many popular works such as *Tourism: Blessing or Blight?* by G. Young; *The Golden Hordes : International tourism and Pleasure Periphery* by L.

Turner and J. Ash; and *Hosts and guests: An anthropology*, edited by Valene Smith. The need for the proper management of tourism is thus essential for its development.

The issues and problems relating to the management of tourism and their nature, differ in the developed and developing countries. While the former have the resources and professional competence to deal with them, the latter usually have neither. The role and functions of governments and tourist public enterprises in the management of tourism in developing countries, therefore, assume great significance. The World Tourism Organization has formulated guidelines on management techniques for tourist enterprises especially in developing countries, which are briefly reviewed in this section.

The role of government in the management of tourism is primarily in the fields of planning, finance and training. It has to formulate guidelines on different issues which include: "the need to obviate political or regional pressures in selecting sites for tourism development ; the importance of evaluating both social and economic implications of policy; the desirability of establishing a master plan; the need to diversify tourist products offered while at the same time avoiding dispersion of effort: the importance of identifying sources of finance and determining investment policy; the desirability of ensuring that tourism created employment and the provision of necessary vocational training facilities."

It is considered for government to formulate specific plans for the realization of tourism objectives. Suitable strategies have to be evolved and an organizational framework with clear-cut demarcation of responsibilities devised. The provision of legislative support for the development of tourism is also a primary responsibility of governments.

"There is a tendency for political and local pressures to be applied for the development of particular areas for tourism in some developing countries" The guidelines emphasize that "unless there is a proper approach to the evaluation of tourism projects considering their social and economic



implications, both positive and negative, it will not be possible to maximize the benefits from tourism. The formulation of a master plan for the development of tourism, integrated closely with the socio-economic development programme of the country is absolutely essential. Such a plan can be evolved only as a result of detailed research, fieldwork and evaluation.

It is advantageous to diversify and broach the national tourism sector, but it would be uneconomical to undertake scattered development, which would necessitate provision of infrastructure over wide areas. A policy of development of well-planned resort areas at priority sites, successfully adopted by many countries is, therefore, advised. In developing particular destinations, commitment to catering for one type of traffic only should be avoided.

The provision of infrastructural facilities and utility services are an indispensable condition of any tourism development. These are generally provided out of public funds. The roles of public and private finance in tourism, as also government policy with regard to foreign investment in building up the tourist industry should be clearly defined. There should be clear-cut policies in regard to the roles of public and private sectors in each area of tourism development.

The management of tourism requires competent management personnel. Governments have an important role to play in setting up the institutional framework for manpower training in all sectors at different levels. The creation of employment opportunities constitutes an countries. Workers in the tourism policies in developing contact with customers, which is not usually the case in most other economic activities. This calls for the development of special human and social attitudes on the part of workers.

Bundelkhand is not real, its not tangible, its more than geography and geology, legend and history, hills and forests, rivers and ravines, forts and temples, Allah and Bundelkhandi folks, crafts and arts, herbs and Ayurved and dare we say that it has immense tourism potential to attract

great number of tourists domestic as well as international. Bundelkhand is a land of ancient culture and traditional, is famous for its archaeological monuments and places of pilgrimage for all the religions

The romance of Bundelkhand is still alive today. Rugged forts and palaces the legacy of its checkered past, echo with tales of valour and chivalry and bear a silent testimony to the resplendence of an era long gone by. The area once known as Bundelkhand is today identified with the districts of Jhansi, Lalitpur, Jalaun, Hamirpur, Banda and Mahoba in Uttar Pradesh, Sagar, Chattarpur, Tikamgarh, Panna and Damoh in Madhya Pradesh and parts of Gwalior, Datia, Shivpuri and Chanderi. Bundelkhand is certainly worth a visit today for it has much to offer magnificent monuments, ancient religious sites, little hill retreats hidden treasures waiting to be explored ideal for a unique holiday of discovery and fun.

The above description is a mere glimpse of the rich cultural heritage of Bundelkhand Region. Indeed, this part of the country is a jewel in the heart of India- a precious and virgin jewel, that is yet to unexplored, which has the potential to become a popular destination region of the globe-trotters. What it now needs is a careful carving so as to nature this jewel and endow it with all the shine and glimmer which lies hidden under the dusts of the time and age. The region has extra- ordinary tourismagnetism, and therefore, if judiciously promoted, can prove instrumental in strengthening the image of India as a country with rich history and culture.

Bundelkhand has the potential of unique and supportive natural and cultural tourism resources. Mosques and brooding fortresses are a prolific highlight of this part of the country. The shifting sands of time and civilization have left their mark on the area.

In recent times the concept of tourism has undergone big change. Tourism basket now consists of numerous packages to sustain the tourist interest. Heritage tourism, adventure tourism, cultural tourism, sports tourism, health tourism, pleasure tourism, recreational tourism, and lately the conference tourism; have all become very fashionable. Whatever can

attract a visitor with his purse open for spending becomes a tourist and the purpose for which he comes becomes the type of tourism. Places and areas receives a steady flow of tourists are observed to experience a quick thrift and a big cultural transformation. Every rupee brought in and spend locally contributes to the local earning this is why tourism has been given the status of industry.

### **Suggestions for Tourism Promotion in Bundelkhand**

**Government -** The government might consider the following propositions as immediate measures:

Create plans to accommodate mass and class tourists. Given a good domestic mass base, budget facilities need to be put in place with the initiative of the local authorities. Enclave model of tourism development ought to be restricted to larger metros that have a capacity to dilute the economic and sociological impacts of tourism.

In order to restrain the outflow of much needed hard currency, the government should develop strategies to balance outbound statistics with inbounds.

Encourage establishment of small scale and local enterprises to combat the devastating effects of globalization. This is the only way out to realize true globalization.

Fine tune policies to facilitate product-led development. This will be possible only through thorough market researches prepared in consultation with the informal sectors and national and regional institutions.

Finally, the planners and policy makers could consider power redistribution within the country to encourage maximum involvement, participation and responsivity of the commoners.

**Infrastructure :** Lack of infrastructure demotivates tourists to visit that place. Being a transient point for foreigners going towards Khajuraho it is used by them. If they Find the infrastructure well they can be diverted

towards other near by spots because after observing the area they can think to utilize their time in better way and visit to other places. Transport network should be rationalized made so as to minimize destruction and maximize utilization of time and road. Access roads should be in better condition and their alignment should be made keeping in mind ecological and cultural factors into mind. It is well known that lack of adequate infrastructure is the prime constraint in attracting tourist in Bundelkhand. Bundelkhand can be a long haul destination for foreign tourists, if air connectivity is provided to some other place apart from Khajuraho. Jhansi, which is the gateway to Bundelkhand, can be one of them.

**Accommodation :** Accommodation constitutes the most important and the most visible segment of the infrastructure facility for the tourists in a country. When a tourist makes plan for visiting any place, he thinks about his stay at that place, for that purpose he requires proper information regarding his stay. He requires facilities in accommodation as home away home. In Bundelkhand there is no better accommodation facilities. The utilization of accommodation by foreign tourists is uniformly high for higher categories of hotels. This segment of foreign tourists deserves special attention in view of their capacity and propensity to spend a comparatively higher amount of foreign exchange. Mostly hotels do not have money exchange facilities in their premises, because of those foreigners have to face problems and they cannot stay at these places and feel inconvenient. It affects the tourism. Hotels in Bundelkhand should be provided with exchange facility and they should have proper information about the nearby tourist spots and arrangements for visiting the places. Tourism department should take the co-operation of the hotels and tried to implement the suggestions.

**Cultural and heritage promotion :** Tourism can become the cause of restoring the glorious past. The development of cultural tourism means enrichment of culture itself; its resources, settings including preservation of religious sites, upkeep of museums, restoration of lost traditions. It helps in



preservation of monuments as well as diversifies the image of place. When tourism planning is made regarding a destination the cultural values, local customs, beliefs, traditions etc. are kept in mind. If we have strong heritage and we can promote it in better way a lot no. of tourists can be attracted.

**Advertisement (Media) :** Media plays an effective role in the promotion of any product. In Bundelkhand tourism it should be properly utilized. Articles related to there should be encouraged. Help should be taken from films and T.V. serial makers to shoot in the area's panoramic sites so that it can aware the tourists about the destination for their tourism planning. Because the target customer can be more influenced by showing the beautiful locations and activities related with the place.

**Research and surveys :** With an eye on where and how tourism can grow regular surveys should be conducted. Local people, academicians, agencies and institutions should co-ordinate to do the surveys along with the consumer behavior of the tourists and survey reports related with the concerned agencies should be properly studied and feasible implementation should be done.

**Texts :** Textual representations of places plays a fundamental role in the tourism industry as the product, the experience and destination, is normally purchased prior to arrival [Fanky and Crompton 1991]. Textual images of places the tourist is purchasing when a destination is selected. Texts provide lenses to see the world. These are dynamic objects which have a massive amount of power how a whole culture comes alive. To promote Bundelkhand high quality literature should be produced containing information of history, culture, and transportation modes with schedules, accommodation.

**Events, Activities [Fairs and Festivals] :** Events also attract the tourists in India special events in different state like kite festivals white water festivals, surajkund craft mela are the attraction for the tourists. In Bundelkhand jhansi mahotsava and khajuraho festivals are organized. Many events require marketing assistance to realise their tourism potential.

Events can be created and marketed for a relatively small capital investment and higher gains. Industry members, social and cultural organizations should be encouraged to assist the events. There should be cultural programs like light and sound shows and plays related to the historical monuments should be organized and these events should be properly promoted through media

**Hoarding and sign boards :** When a tourist enters any destinations and he do not have more information or cannot afford guide, he is totally dependent on local people's information's but in that case he is more scared to be cheated. In that case hoarding and interpreter place a guide's roll and satisfy his need to know about the place. In Bundelkhand there should be arrangement of legible interpreter at different tourists spots.

**Travel agencies :** Travel agencies play a vital role in attracting the tourists. It is the travel agency, which provide information and facilities on any place from entering and going back. Better travel agencies can attract more tourists. In Bundelkhand Agencies are not properly flourished and they are not supported by the government and they do not have adequate resources to facilitate tourists. They should consulted and given information by the government from time to time. Tourism at the local level can be increased only when the locals of a destination take the initiative to do so, therefore the private sector Tour Operators should be encouraged to come forward and take part in the Tourism Promotion exercise.

**State and local government :** Tourism development in the region is possible with the joint effort of the state and central government.

**Trained manpower:** Developed high quality, and training that matches the needs of tourism is the backbone of tourism. There should be regular training which offer specialized skill and latest information Regarding tourists and trends in the field. If possible local staff should be trained for managerial and leadership roles because they are more sound with local geography, custom , historical monuments and culture etc. of the region



and they can satisfy better the desire of tourists which want to know about local culture, historical place etc.

**Tour Packages :** Tourists desire to allocate significant expenditures of their money and energy. Any tourist require reasonably good but cheaper accommodation, better food, maximum amount of utilization of time in visiting desired spots like cultural, natural, religious places, seeing the events etc. He tries to get optimal utilization of money. Bundelkhand region has different sides (sites) of tourism, which can be utilized by tourists. Tour packages are answer to this, different packages can be made keeping in mind different strata of tourists. It can help in the promotion of tourism and better utilization of money by tourists. There are no proper packages provided to tourists so that they can opt from different choices. Packages should be pocket friendly for different users.

**Community Involvement :** Community participation and grass-root planning are, indeed, the prerequisites for community based tourism development. The earlier occurrence of failure of sustainable tourism development in Goa can be attributed to the Denial of rights to the indigenous hosts. Returning of the over-wrought coast lands for restoration and preservation to the local community called 'folk ecologists,' continuous and regular community involvement in planning, monitoring and evaluation processes with an objective of creating awareness and a sense of belonging, and launching of 'Learn to travel campaigns' are some of the possible measures that can provide the most potent solutions. The Goan community's involvement in carnivals, fairs and festivals are conversant not only with the benefits of the environment but also the need to preserve it.

Where ever possible add value to a tourist destination through targeting niche segments, Even though the packages made should make Tourism accessible to all strata of the society, but at the same time wherever possible the industry can take advantage by catering to the higher income groups of the society, this can be done by adding special value to a product /destination which would be available at a premium. This would

obviously need to be first studied so as to know the viability of such a venture. Develop schemes to ascertain that *the Government, Tour Operators, Local Tourism Promoters* work hand in hand in developing effective tourism opportunities, budgetary support to the Tourism sector has been insignificant, and this needs to be amended as soon as possible and this industry should be given the importance which is due to it.

Set standards of recruitment, to govern employment in the Tourism and Hospitality Sector. There is definitely a shortage of trained manpower, effective training in the form of training programmes and refresher courses should be formulated and implemented to solve the manpower crisis. Courses and instructional materials should be developed to provide employees with incremental training opportunities. Alongside it due importance to the employees in the Tourism Sector should be given. HRD Strategies can form the lifeline for the success of an industry and therefore should be designed carefully. Encourage organizations to represent the tourism sector at local, regional, territorial and national levels

### **Business Development/Management**

Management of the Travel Agencies and Tour Operators alongwith other indirectly and directly linked agencies and sectors is also to be taken care of so as to have a professional attitude and training which is the basic requirement for success in today's competitive world. The Tourism Industry should also plan out ways and means of improving the finances which are necessary for its development.

Work together to encourage the development of new enterprises and access to financing should be made easier.

Individual operators must also be encouraged and helped to improve their business management skills.

Develop means and methods of providing financing

Encourage effective management

Establish and provide management training  
Establish business monitoring programs

### **Marketing/Promotion**

An effective network of travel agencies and tour operators will always help in increasing the Indian Tourism Market. Marketing of Tourism will also be enhanced when proper usage of the Information Technology revolution is made. Schemes and programmes should be made for marketing Tourism Destinations and when new attractions are added on to the old destinations to make them more attractive. Surveys to find out Customer expectations and customer needs are as essential as finding out the level of Customer Satisfaction when they leave the destination. Training to private Tour Operators and Travel Agencies is also essential give them the requisite knowledge about how to use new and better marketing techniques. Travel Agencies, Tour Operators and Government agencies should work together to develop effective cooperative marketing opportunities. (Individual operators should also improve their own efforts to market and promote their products.)

### **Training/Human Resources**

In the service industry where the human touch can make an organization successful, proper HRD strategies and their implementation play a very crucial role. Strategic Human Resource Management places a great emphasis on an organization's capacity to learn from its environment. It stresses on the capability of its employees to develop and redevelop in the event of change, so as to meet the performance standards and objectives of the organization. It is an approach, which deals with taking those decisions of an enterprise, which deal with the people. It covers those decisions and actions, which concern the management of employees at all levels in the business and which, are directed towards creating and sustaining

competitive advantage, it can also be expressed as a plan to achieve relative advantage against the competition. In both the travel and hospitality industry, dependence on people is excessive. A great deal of time, money and effort is spent in identifying prospective employees, identifying their training needs, motivating them and making them productive, in other words identifying people who have the potential and drive to strive and innovate. Enormous emphasis has come to be placed not only on what people do and how they do it but on who these people are and why they work.

Set new standards at the national, territorial and local levels to govern employment in the sector.

Develop courses and instructional materials to provide employees with incremental training opportunities.

Identify training needs and priorities

Facilitate training programs & resource development

Develop 'how to' manuals

Develop standards and certification protocols

Identify training needs and priorities

Facilitate access to opportunities

### **Rural tourism**

Rural tourism can be next attraction for both domestic and international tourists. On domestic level it can attract metropolis tourist and can reduce gap between urban and rural. This could be a best means to highlight Indian heritage on global level. Rural tourism can help the country in different ways as -

It can be helpful to distribute money in rural areas.

It will provide employment to rural population.

It can pave the way of regional development.

It can help to reduce rift between urban and rural population.



It can change the choice and taste of urban tourist and can shift the choice of canned food to fresh food.

Psychologically it will encourage rural population not to lure on various multinational products like chocolate etc., which are comparatively even interior than various *deshi* product buy they packed and served in attraction manner.

### **In brief**

Familiarizing the travel agencies and travel related persons/organisations with tourism treasure in Bundelkhand so that they can form cost and time saving package tours keeping in mind the demand and taste of different types of tourists.

Condition of roads and Wayside amenities should be developed with the cooperation of both U.P. and M.P. government.

There should be frequent bus services to the different destinations mainly towards Khajuraho.

Government should develop highway tourism amenities keeping in view Haryana Highway Tourism towards Khajuraho because it is the only way of travel for the tourists. Government should promote local investors to develop Motels/Hotels in the highways.

Bundelkhand has rare and unique collection of architectural and heritage treasure of forts related to different historical periods and of famous personalities, if these jewels are properly conserved and promoted can become the great earner for the region.

In this regard the heritage buildings can be converted into heritage hotels. Local fairs and festivals to be promoted and marketed in the form of organizing Mahotsava. In these events local people should be motivated to come forward to show their talent, by exhibiting their art and culture.

Providing facilities to the tourists on tourist spots/destination Bundelkhand is also called as Indra Ka Desh being believed to be blessed by Rain God

Indra. During Monsoon This area look attractive by lush green vegetation so we can also attract nature-loving tourists. It is appoint which should be highlighted during promotion.

To avoid bad community relations, management should invest in a twofold social impact strategy. It should be find out what the social effects of the development are likely to be and to use this information in constructing an action plan, which will minimize the negative ones.

Their should be strategy is to involve the community in the planning and development process.

Administrative structure of tourism department in the central (federal) government has been brought out in a number of works (report of National committee on Tourism, 1988), which should be implemented. Other infrastructure sectors like power; irrigation and industry have had a predominant share of public spending rather than tourism.

Investments in tourism are, in comparison, so low that sectoral comparisons are not attempted here. Hospitality infrastructure and publicity are dependent, to a significant extent, on central government's assistance. A holistic approach to tourism development identifying the linkages with other departments like Urban Development, environment and forests, has not been consistently followed. The concept of thresholds capacity of tourism has not been fully appreciated by the executing agencies.

There should be proper tourist opinion surveys along with facility providers. Proper strategies should be developed keeping in mind sustainable tourism.

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## **CHAPTER -IX**

- (i) Conclusion

## Conclusion

Bundelkhand region I the pat of both Uttar Pradesh and Madhya Pradesh with immense potential if judiciously promoted can boost the economy of both states. For that purpose both states have to think seriously and take tourist friendly actions for promoting tourism. A special incentives package should be made available for encouraging new tourism projects as well as expansion of existing tourism units. Infrastructural facilities should be strengthened and developed within the State, particularly in Special Tourism Areas which will be notified latter and which will be developed by adopting an integrated-area. Effective mechanisms should be set up to build meaningful co-ordination with the Central Government and the State Governments agencies, the local self-government bodies and the NGOs. Existing arrangements for grant of government wasteland to industrial units should be made applicable to various tourism projects. Arrangements should be made to acquire private land under Land Acquisition Act for various tourism projects by companies registered under the Companies Act. As a whole with proper research and marketing tourism can be developed in Bundelkhand which will be helpful for the local people and economy also.

## **CHAPTER - X**

- (i) References & Bibliography

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# APPENDIX -A

DEAR REPONDENT,

This questionnaire seeks to know your opinion about factors related to tourism in Jhansi region. Please tick ( ) the appropriate answers.

1. Mode of transport used by you to reach this region.

1. Rail \_\_\_\_\_ 2. Road \_\_\_\_\_ 3. Air \_\_\_\_\_

2. Your opinion about the transport used.

	Good	Average	Poor
1. Seal Availability	_____	_____	_____
2. Comfort	_____	_____	_____
3. Timings	_____	_____	_____
4. In-transport amenities	_____	_____	_____
5. Amenities-en-route	_____	_____	_____
6. Cost	Low	Average	High

3. Your opinion about the road transport facilities availed / observed by you in this region.

	Good	Average	Poor
1. Availability	_____	_____	_____
2. Comfort	_____	_____	_____
3. Condision of roads	_____	_____	_____
4. Cost	Low	Average	High

4. Your opinion about the hotels / restaurants visited by you in this region.

	Good	Average	Poor
1. Accomodation			
Availability	_____	_____	_____
2. Comfort	_____	_____	_____

3. Interior decoration \_\_\_\_\_

4. Food \_\_\_\_\_

5. Service \_\_\_\_\_

6. Cost                      Low                      Average                      High\_\_\_\_

5. Prior to visiting a place you gather information about it from.

	Always	Sometimes	Never
1. Local tourist information			
centre	_____	_____	
2. Articles on travel in news			
-papers and magazines	_____	_____	
3. T.V. programmes on			
travel	_____	_____	
4. Tour operators/ Travel			
Agents	_____	_____	
5. Friends who have visited			
the place	_____	_____	_____
6. Travels related exhibitions	_____	_____	
7. Advertisements	_____	_____	

6. Please indicated your status regarding the tourist attractions at the following places.

	Aware of them	Intends visiting	Visited
1. Jhansi	_____	_____	_____
2. Deogarh	_____	_____	_____
3. Chanderi	_____	_____	_____
4. Datia	_____	_____	_____
5. Sonagiri	_____	_____	_____
6. Orchha	_____	_____	_____
7. Baruasagar	_____	_____	_____

8. Mohoba

9. Khajuraho

10. Kalinjar

11. Chitrakoot

12. Kalpi

13. Shivpuri

7. Number of days you plan to stay/stayed in this region.

One-day

Two days

Three days

Four days

Five days

8. You would have visited/spent more time in this region, if the following attractions were available.

(Rank in order to preference "1" being most attractive to "10" being least attractive)

1. Natural Scenic Beauty

2. Historic Buildings

3. Museum of Historic and Artistic Objects

4. Wild Life Park

5. Water Sports

6. Accommodation in forts and palaces

7. Folk and classical dance shows

8. Beautiful gardens

9. Amusement Park

10. Mock battles by costumed soldiers

at historic sites

9. Please tick the tourist attractions you find interesting.

(Please, See the map on the last page and ask for photographs).

	SELF INFORMATION
Name (optional)	:
Sex	: Male Female
Age	: 25-34 35-44 45-54 Above 55
Nationality	:
Religion	:
Occupation	: Service Business
	: House wife Self Employed Professional
Trip Arranged By	: Tour Operator Self
Purpose of Travel	: Sight Seeing Pilgrimage

Thanks for your kind co-operation.

**APPENDIX - B**

**DEAR RESPONDENT,**

This questionnaire seeks to know your opinion about factors related to tourism in Bundelkhand region. Please tick (3) the appropriate answers.

1. Your opinion about the following modes of transport available for traveling to Bundelkhand region

**A. Rail Transport**

	<b>Good</b>	<b>Average</b>	<b>Poor</b>
1. Seat availability	_____	_____	_____
2. Comfort	_____	_____	_____
3. Timings	_____	_____	_____
4. In-rail amenities	_____	_____	_____
5. Amenities-en-route			
6. Cost	<b>Low</b>	<b>Average</b>	<b>High</b>

**B. Air Transport**

	<b>Good</b>	<b>Average</b>	<b>Poor</b>
1. Seat availability	_____	_____	_____
2. Comfort	_____	_____	_____
3. Timings	_____	_____	_____
4. In-flight amenities	_____	_____	_____
5. Amenities-en-route			
6. Cost	<b>Low</b>	<b>Average</b>	<b>High</b>

**C. State Road Transport**

	<b>Good</b>	<b>Average</b>	<b>Poor</b>
1. Seat availability	_____	_____	_____



2. Comfort	_____	_____	_____
3. Timings	_____	_____	_____
4. In-coach amenities	_____	_____	_____
5. Amenities-en-route	_____	_____	_____
6. Cost	Low	Average	High
D. Private Road Transport (Arranged by Tour Operator/ Travel Agent)	Good	Average	Poor

1. Seat availability	_____	_____	_____
2. Comfort	_____	_____	_____
3. Timings	_____	_____	_____
4. In-transport amenities	_____	_____	_____
5. Amenities-en-route	_____	_____	_____
6. Cost	Low	Average	High
2. Your opinion about the following facilities available to tourists in this region.			

A. State Road Transport	Good	Average	Poor
1. Availability	_____	_____	_____
2. Comfort	_____	_____	_____
3. Cost	Low	Average	High
B. Private Road Transport	Good	Average	Poor
1. Availability	_____	_____	_____
2. Comfort	_____	_____	_____

3. Cost	Low	Average	High
C. State Hotels/Rest Houses	Good	Average	Poor
1. Accommodation availability	_____	_____	_____
2. Comfort	_____	_____	_____
3. Interior decoration	_____	_____	_____
4. Food	_____	_____	_____
5. Service	_____	_____	_____
6. Cost	Low	Average	High
D. Private Hotels	Good	Average	Poor
1. Accommodation availability	_____	_____	_____
2. Comfort	_____	_____	_____
3. Interior decoration	_____	_____	_____
4. Food	_____	_____	_____
5. Service	_____	_____	_____
6. Cost	Low	Average	High

3. Please indicate the present state of tourists' awareness as High, Average or Low about the attractions at following places :

Place	Foreign Tourist	Domestic Tourist
-------	-----------------	------------------

5. Water sport			
6. Accommodation in forts and palaces			
7. Folk and classical dance shows			
8. Beautiful gardens			
9. Amusement park			
10. Mock battles by costumed soldiers at historic sites.			

6. Tourists have sufficient information about various attractions of Bundelkhand region.

Fully agree [   ]                      Partially agree [   ]                      Disagree [   ]

7. Tourist attractions of this region have been properly promoted

Fully agree [   ]                      Partially agree [   ]                      Disagree [   ]

8. The Govt. of U.P. is taking appropriate measure for developing tourism in Bundelkhand region.

Fully agree [   ]                      Partially agree [   ]                      Disagree [   ]

9. Tourism potential of Bundelkhand region can be developed if U.P. Govt. offers attractive scheme to entrepreneurs interested in investing in tourism related projects.

Fully agree [   ]                      Partially agree [   ]                      Disagree [   ]

#### SELF INFORMATION

Name (optional) :	
Name of Organization :	
Address :	

Thanks for your kind co-operation.

2. Deogarh				
3. Chanderi				
4. Datia				
5. Sonagiri				
6. Orchha				
7. Barusagar				
8. Mahoba				
9. Khajuraho				
10. Kalinjar				
11. Chitrakoot				
12. Kalpi				
13. Shivpuri				

5. You think, tourists would visit/spend more time in Bundelkhand region, if the following attractions were available.

(Rank in order of preference "1" being most attractive to "10" being least attractive)

Attractions	Foreign Tourist	Domestic Tourist	
		Sight Seeing	Pilgrim
1. Natural scenic beauty			
2. Historic buildings			
3. Museum of historic and artistic objects			
4. Wild life park			

		Sight Seeing	Pilgrim
1. Jhansi			
2. Deogarh			
3. Chanderi			
4. Datia			
5. Sonagiri			
6. Orchha			
7. Barusagar			
8. Mahoba			
9. Khajuraho			
10. Kalinjar			
11. Chitrakoot			
12. Kalpi			
13. Shivpuri			

4. Please indicate the Interest as High, Average or Low of the tourists who are aware of attraction at the following places. Also mark the places where proper development may be beneficial for increasing the tourist inflow

Place	Interest of Tourist Who Are Aware			Development
	Foreign Tourist	Domestic Tourist		
		Sight Seeing	Pilgrim	
1. Jhansi				May be Beneficial